National Petroleum News

September 30, 1953

THE OIL MAN'S MAGAZINE FOR 44 YEARS

Lighting up for more business . . . 30

One man—1,000 drums a day . 76

The science of station signing . . . 47

Planning the pump island future . 62

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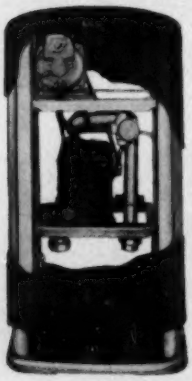
THIRTY-FIVE CENTS

ERIE *offers wide flexibility in selection of* REMOTE CONTROL *systems*

For 1 to 6 DISPENSERS



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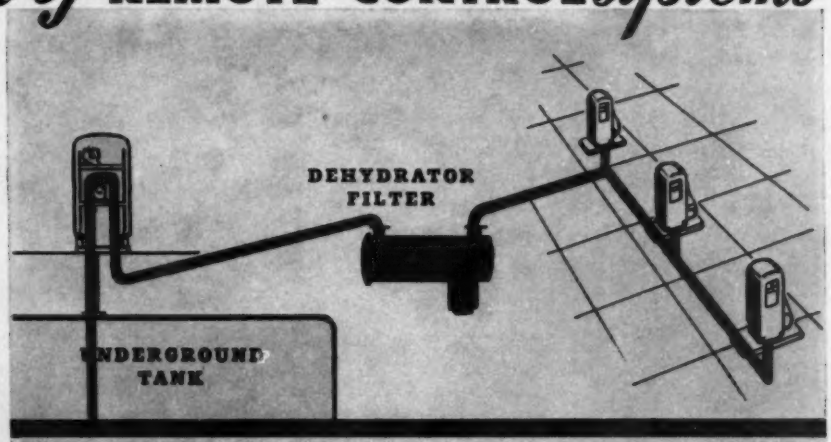
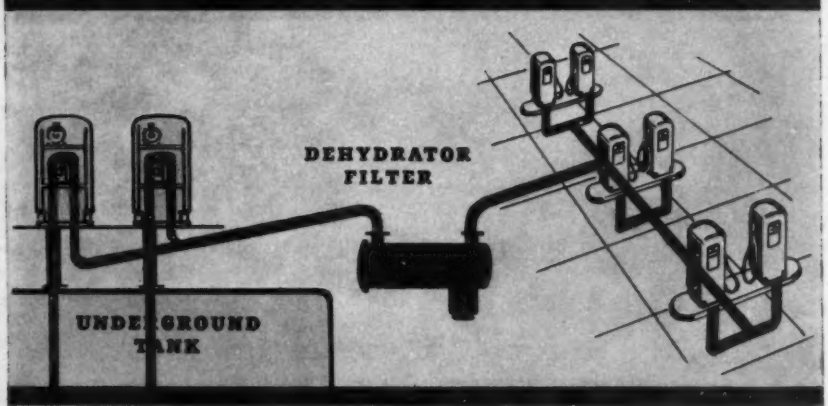
For more than 20 years Erie has offered remote control units. We show one and two unit installations at the right. They are recommended for installations where excessive lift, long horizontal pulls or high altitude are factors. Installed over underground tanks they require only short suction lines and push fuel to dispensers. Erie Dehydrator-Filters can be added to deliver a cleaner, moisture-free fuel.





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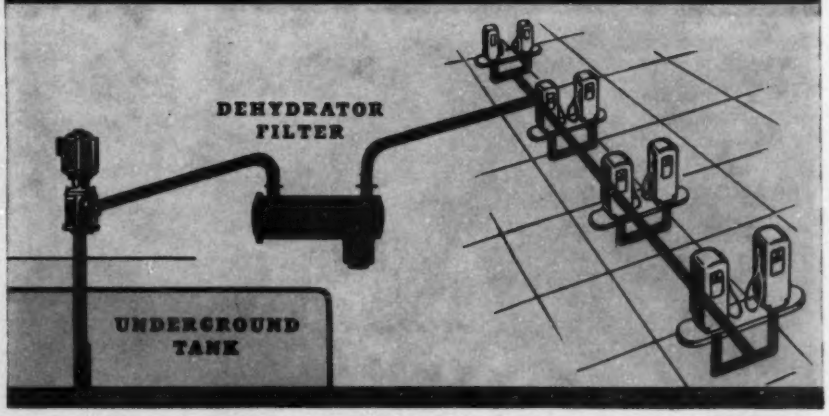
Erie M-P Systems pioneered the use of submerged turbine pumps and Dehydrator-Filters. These are available in capacities for 1 to 8 dispensers. Hundreds of Erie M-P Systems are in service.



Consult with Erie engineers to get the best arrangement for your station.

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FIRST TO MOTORIZE GASOLINE PUMPS

BUY the BEST **ERIE** BEST BUY

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Are we going up or down?

Sometimes you can't be sure in a helicopter without referring to the instruments. Nor can you always be sure of your exact position in the gasoline market without checking all your "reference points." Your own sales figures are only half the picture. You have to know how the whole market is doing to really see where you are going.

Years ago, Ethyl realized that what the industry needed was a monthly report of gasoline sales in each area. Then each oil company could plot its own sales against the trend.

So in 1931 we set up a system for gathering and reporting this information—keeping each company's sales in strict confidence—but releasing the important over-all figures.

(*Continued on next page*)

Printed in U.S.A.

Are we going up or down?

(*Continued from preceding page*)

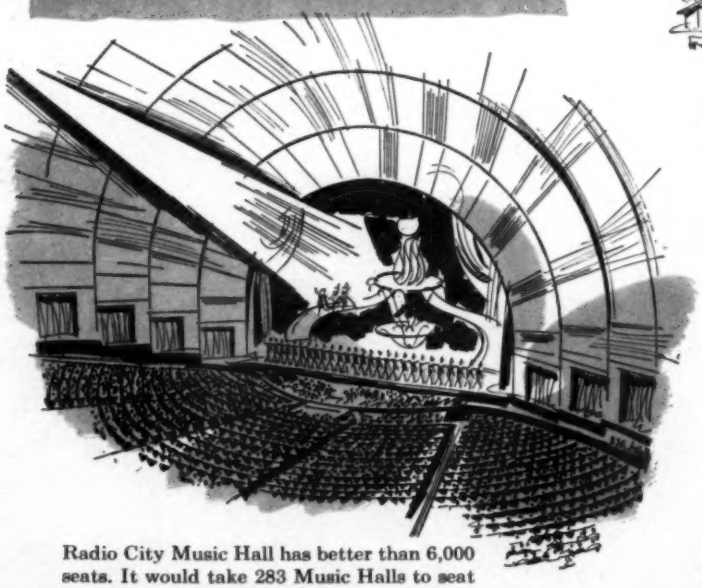
The market report your company gets is called the "Ethyl Monthly Report of Gasoline Sales." It shows sales of regular and premium gasoline for each state and the percentage of change from the same period of the previous year. Information as to aviation gasoline sales is tabulated separately.

The report covers 97% of all gasoline sold in the United States, and it's tailor-made for gasoline marketers—it excludes naphthas, diesel and jet fuels, and is based on actual sales figures.

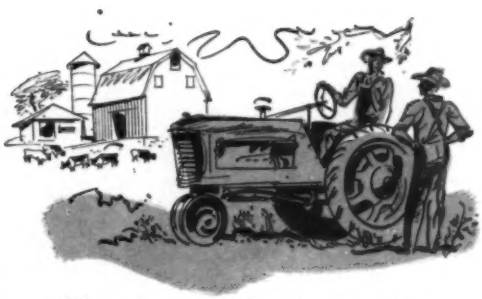
These monthly gasoline reports are an exclusive Ethyl service, which we're proud to perform for the petroleum industry.

ETHYL CORPORATION
NEW YORK 17, NEW YORK

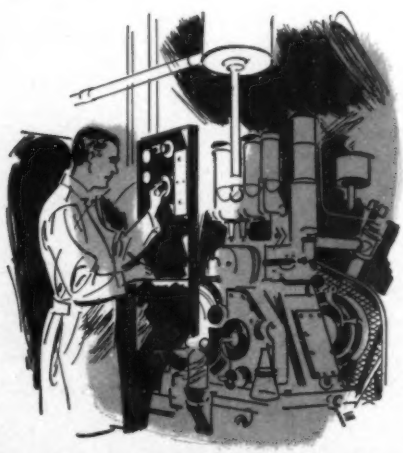
WORTH NOTING



Radio City Music Hall has better than 6,000 seats. It would take 283 Music Halls to seat all the people who saw Ethyl's educational films last year.



There were approximately one million tractors on farms in 1935 when the first high compression tractor—which Ethyl helped develop—was placed on the market. Today there are more than 4 times as many tractors! And this market alone accounts for some 3½ billion gallons of gasoline annually.



More than 15,000 gasoline samples are tested at Ethyl's five gasoline testing laboratories each year to furnish refiners with accurate gasoline quality reports.

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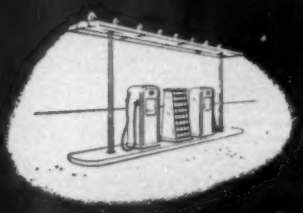
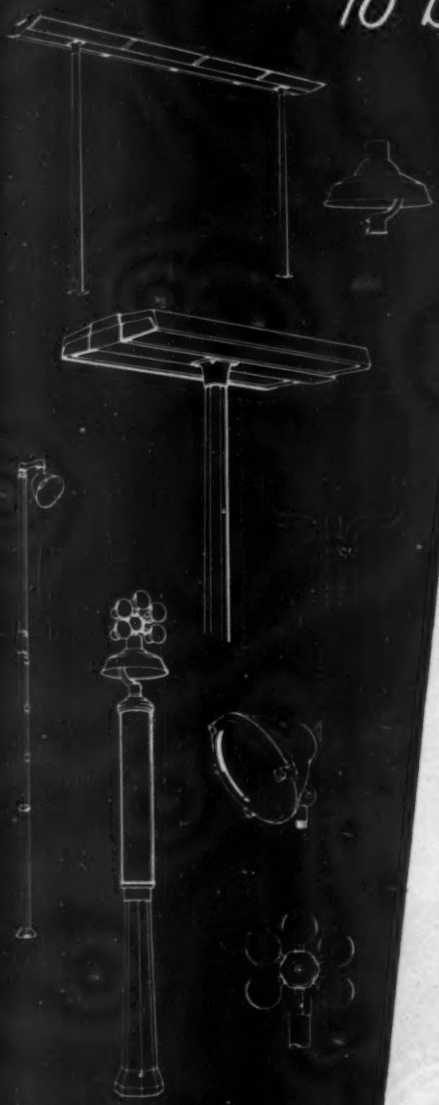


BRIGHTEN UP

to bring in business!



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check valve

FOR CONNECTING TWO OR THREE STORAGE TANKS TO ONE PUMP

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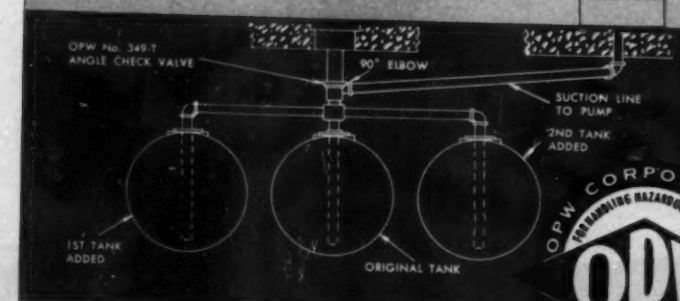
Illustration shows a three-tank syphon system. Note the simplified installation of the two side tanks achieved with the 349-T Triple Inlet Check Valve. Pump suction line and extractor assembly to the surface need never be disturbed.

Size: 1½" x 2"

Write for Bulletin NP-1 which provides helpful data for a comprehensive application of the 349-T when remodeling existing storage facilities or laying out new installations.



OPW CORPORATION
2738 Colerain Ave.
Cincinnati 25, Ohio

VOL. 45—NO. 39

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Behind Our Headlines

Every so often a subject in oil marketing seems to warrant some extra attention by NPN's editors. Such is the case right now with service stations.

Keener competition is developing for the motorist's dollars. Evidence of that competition is to be seen on almost every hand—from coast to coast and border to border.

That's why today's station has to be top-notch in appearance to bring in its share of motorists. And why management is faced with the necessity of doing a better-than-ever selling job on the customer after he has entered the station.

So this week we present a number of articles tailored to help oil marketers aid their dealers in meeting today's greater challenge.

Hundreds of oil marketing and equipment men assisted us in assembling the information contained between these covers. Some of the data was given in confidence, so the sources cannot be disclosed. But everything is authentic. Where opinions are expressed, even though the source is not identified, you may be assured that they are those of men qualified to have an opinion.

Incidentally, the article which tells how much business stations do after dark is a "first," as far as we can learn. And thereby hangs a story. It's a surprising fact, uncovered as we went along, that too few companies have made anything that could pass as a real study of this phase of station operations. Maybe others now will be inspired to dig into the subject.

—*Herbert A. Yocom*

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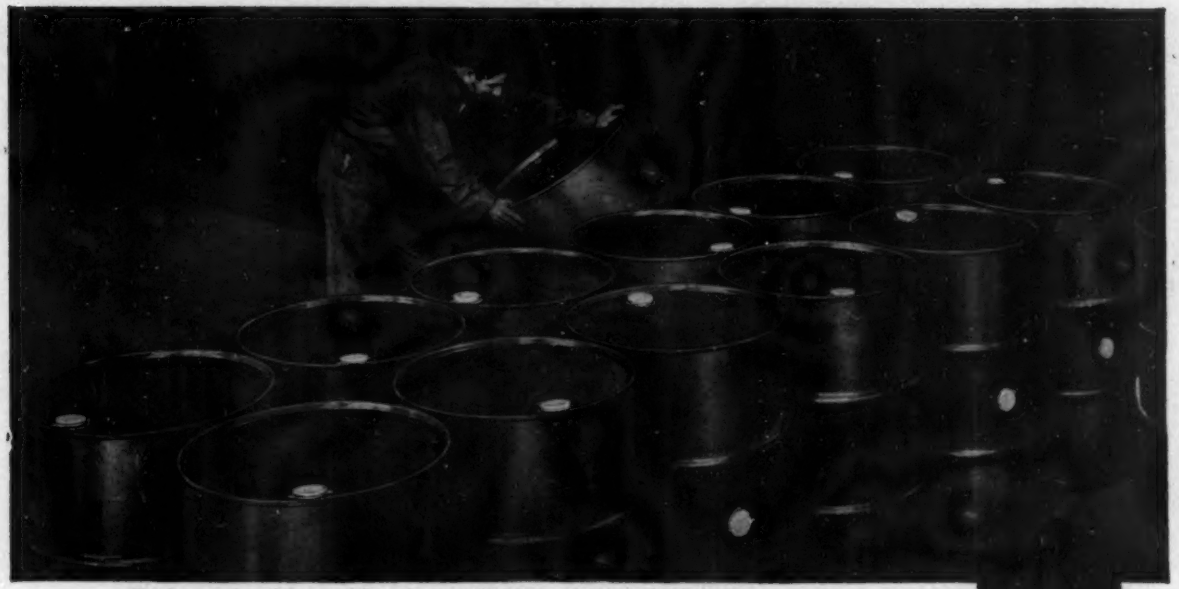

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Tri-Sure Closures give Interchemical *Finishes* the protection that quality deserves

INTERCHEMICAL CORPORATION makes an engineered finish for practically every finishing need—from a perspiration-resistant lacquer for lipstick holders to a chip-proof finish for bicycles.

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Tri-Sure Products Limited, St. Catharines, Ontario, Canada

AHEAD OF THE NEWS

Fingers Crossed—Gasoline marketers in the Midwest are hoping a rash of price wars can be avoided, despite generally high gasoline stocks. Price fights in other parts of the country have had a sobering effect. Many Midwest oil men agree a price war could break out any minute. But up to now, almost everyone down the line—refiners, jobbers and dealers—are setting examples of restraint and good merchandising. Although some dealers lean toward "fighting fire with fire," they realize their margins are still intact. And they recall that a prolonged price battle, even with temporary allowances, can be disastrous.

•

Due in October—Goodrich will be out soon with a new "slitted" tubeless tire in its Hood and Miller lines. Skelly Oil Co. is adding the tire to its TBA line. After Skelly has placed the new tire on sale generally at service stations, it will be the first oil company in the tubeless field on a large scale. Although such tires have been available to dealers of some other oil companies (operating under TBA commission override contracts), the volume has been small. The new Goodrich tread designs have non-skid slits molded into the outside ribs only. Center rib tread patterns will provide full-depth grip after the slits have been worn away —making it unnecessary to recut new slits.

•

Gasoline Tax Twist—A new way to show the motorist the size of the bite gasoline taxes take out of his driving dollar may be adopted on a broad scale by oil companies. Joseph Walsh, chairman of American Petroleum Industries Committee, has suggested putting a small decal—showing the total tax per gallon—under the glass panel of each station pump. Thus when the gasoline customer looks for the price, he can't miss the tax. Oil marketers probably will hear more about this idea at the November meeting of American Petroleum Institute in Chicago.

•

No Winter Worry—LP-gas men foresee no real supply or transportation headaches this winter, and are confident they can handle demand without trouble. They point out that supply has more than kept pace with demand and that many new LP-gas tank cars have been added in the past several years. They concede only that severe cold and a transportation breakdown in the same area might cause a spot shortage.

•

Hot and Cold—Negotiations for the sale of the Wilshire Oil Co. refinery in Los Angeles are still up in the air. During the summer, negotiations were said to be making progress. A few weeks ago the sale was thought near. But the latest report is that the build-up of oil stocks in the West has cooled off the deal—at least temporarily.

More and Better—Some Midwest oil marketers predict a pronounced easing of the service station manpower problem by January or February. Already the turnover of station attendants has slowed down (although the quality of new help hasn't improved much). But the oil men think that by early next year the station labor supply will be far better—both in numbers and quality. Reason: The release of men from the armed forces and workers from industrial firms cutting back production.

•

Double Lift—One of the major oil companies is quietly pushing a program of getting two lifts installed in as many of its stations as possible. The second lift is of the free-wheel or frame type. The idea is that dealers can use them for handling more lube work and doing a faster job of mounting tires. The company finds tire volume at many stations big enough to warrant the extra lift.

•

Code for Stations—The preparation of a model code for station layout and construction is being considered in the industry. There are now scores of varying state regulations on station building. Examples: Driveways must approach the street at specified angles; pump islands must be a certain distance from the street; specified safety devices must be used; and certain material must be used for back-fill around underground tanks. It has been suggested that the National Assn. of Oil Equipment Jobbers might be able to compile a model code that states and cities could follow in working out their own station regulations.

•

Still Looking—Tacoma, Wash., is still a prospective site for an independent refinery. A group that has been considering a plant in Washington off and on is said to be seriously studying the project again. Early this year, Pacific Oil and Refining Co. said it planned to build a 10,000 b/d refinery at Tacoma—then postponed the plans.

•

Time for Caution—Major companies see trouble ahead if dealers don't tighten their credit policies toward motorists. Accounts receivable on the books of Midwest dealers have increased noticeably in the past eight months. These are mainly accounts unable to qualify for major company credit cards, and are carried by the dealers themselves. Many operators have extended credit beyond the limits of their operating capital. As a result, they are becoming delinquent in paying their suppliers. So the majors' credit departments are beginning to urge dealers (1) to get collections in balance before giving further credit, and (2) to check carefully the record of any motorist asking for credit.

For more Ahead of the News ►

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SINCLAIR

Ask about the Sinclair TBA Franchise featuring Goodyear—the greatest name in rubber!

AHEAD OF THE NEWS

No Price Relapse—Oil prices on the East Coast should hold in the near future, or maybe rise on some products, an oil source in the East predicts. He lists three main reasons: Refinery cutbacks, lower imports, and the start of the heating season. He believes gasoline price wars will continue in spots because supply is still a bit loose, and refiners must move gasoline stocks to make room for the winter's heating oil. But he sees reduced refinery runs bringing gasoline supply into line with demand before too long, and notes that the price wars are in traditionally "bad" spots—comprising only a small part of the East Coast market. He adds that gasoline prices are holding well on commercial and government business. His forecast on other products: Good demand for middle distillates, and possibly a price boost. Firm residual prices, but no increase, since residual is already high compared with coal.

•

FTC Against DJ—If the Department of Justice continues to push a probe of "market leader" operations in the oil industry, look for the Federal Trade Commission to object—and perhaps take the matter to the White House. The new Republican majority at FTC is expected to take the definite policy stand that the "market leader" system (price parallelism) is not in itself a violation of antitrust laws.

•

Still Kicking—The issue of percentage margins for jobbers is far from dead. Look for more controversy at state jobber association conventions this fall and winter. Already, three states have lined up Frank Fehsenfeld, Grand Rapids, Mich., jobber, as a convention speaker. Mr. Fehsenfeld advocates the percentage margin plan, and heads a committee of the Michigan Petroleum Assn. that has been studying the problem for many months. He will appear before the South Dakota Independent Oil Men's Assn. in October, the Nebraska Petroleum Marketers in November, and the Iowa Independent Oil Jobbers Assn. in February.

Truck Tire Push—Interest is growing in sales of truck tires at service stations. At least two majors have expanded their truck tire lines. And tire makers are talking up sales through stations. They point out that any oil company can sell a lot of truck tires because it has frequent contact with fleet operators on gasoline and lube business.

•

On Road Soon—Oil marketers will start learning soon what fuel and lubrication problems the 1954 automobiles will present. One new car is due out in October, six in November, six in December, and eight in January. Some new engines may need premium instead of regular gasoline. Other design changes may require oil companies to change their lubrication methods or products.

•

Gasoline Hustle—Better salesmanship—that's what Midwest refiners will need next year to get their share of a diminishing increase in gasoline volume. So says one refiner who looks further ahead and see yearly gains in Midwest gasoline demand nearing the vanishing point by 1957. He reasons that gallonage increases will be held back by a drop in automobile production, plus the fact there are relatively few Midwest farms left to be mechanized. Although lower car output will also affect the rest of the country, the refiner adds, farm sales of gasoline should increase in the South, Southwest and East in coming years, as farm mechanization grows in those areas.

•

Battery Bandwagon—More rubber companies marketing car batteries under their own brands are reported ready to follow Firestone's lead in shipping batteries to stations in a "dry" state (with acid to be added at the time of sale). The present roadblock to a wider sale of this type battery at stations is the limited production capacity of manufacturers.

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WASHINGTON

'Squeeze-Out' Probe May Be Widened

The Senate Small Business Committee's West Coast hearings—to be held probably in mid-November—apparently will cover somewhat more ground than merely the "squeeze out" complaints from some Independent petroleum marketers.

There is some thought being devoted to checking up on compliance with various court orders arising from antitrust prosecutions. The committee evidently has some information that leads it to believe those orders—which ones it isn't saying right now—are not being strictly obeyed.

Change for PAD

A newly-expressed defense mobilization urgency may ultimately result in the Petroleum Administration for Defense having to deviate from its basic operating rule of not sponsoring any individual oil expansion project.

The agency has religiously avoided taking any sides in competitive controversies. Up to now, for example, it has not stated that a pipe line is vital for supplying the West Coast with Texas crude or, to cite another case, that our defense needs compel the building of a products line from the Gulf Coast to the East Coast. PAD has limited its assistance to material priorities and rapid tax amortization for any legitimate project.

But now, in the wake of new warnings from the government that we will have to be prepared for war in a "very short period of time," we find the National Security Council (the White House emergency planning body) pressing for some solution to the problem of supplying the East Coast with oil in wartime.

The industry will be called on to provide a solution. The only project offering even a partial answer is that of American Pipe Line Co., which would supply the East Coast with about 300,000 b/d of oil products from the Gulf Coast—as against crude and product needs of at least 1,200,000 b/d.

But this project calls for government funds. Suppose other proposals have the same string attached or seek other preferential treatment, such as tax amortization above the going rate? This would practically compel PAD to select the project or projects needed to satisfy the National Security Council. Even with the above circumstance not yet prevailing, there already is some strong sentiment at PAD for more positive project assistance.

End of an Idea?

It could be that the resignation of Assistant Commerce Secretary Craig R. Sheaffer is the tip-off to the abandonment of at least one bright hope that shone in the early days of the Republican Administration.

He proposed a program of establishing advisory councils for some 20 industry groups, patterned roughly on the National Petroleum Council. The only one of the 20 that actually got into the discussion stage was for the steel industry. The idea foundered when the Justice Department refused to go along.

The end to the steel council proposal should quiet some oil industry fears that it might have developed into a hot Cabinet fight and perhaps have endangered the independent status of the National Petroleum Council. There was doubt as to what the upshot might have been if the Commerce Department had chosen to stand on the issue, "If oil can have an industry-headed council, why can't steel?" But apparently Commerce Secretary Sinclair Weeks didn't cling as fervently to the idea as did Mr. Sheaffer. So the head-on Cabinet clash never came about.

Judges Are Unhappy

The Justice Department's Antitrust Division is concerned about the antagonism toward its activities by federal judges. The situation seems to be worse in some areas than in others. But is pretty general among members of the federal bench.

Some judges apparently just dislike getting into complicated antitrust cases. For one thing, the cases usually tie up a court for months or years and, in grand jury actions, usually result in holding a jury longer than its normal term. Other judges complain about being "lectured" by DJ lawyers, as if the judges were college law students.

Antitrust Chief Barnes, recently a California judge himself, is trying to do something about the situation. DJ also hopes Congress will approve a program adding more than a score of federal judges, so the workload will be lighter.

—NPN Washington Staff

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A NATURAL FOR OIL PROGRESS WEEK

OCT. 11-17

See Page 17

Refinery Production Slackens

U. S. refineries have reduced crude oil throughput below the 7,000,000 b/d mark for the first time since May 23.

This sharp decline, to 6,992,000 b/d daily average in the week ended Sept. 19, is a result of extensive cutbacks in refinery operations throughout the Mid-Continent and the Southwest in the past three weeks.

Two more refiners, Standard Oil Co. (Indiana) and Ashland Oil & Refining Co., announced production cutbacks last week. Indiana Standard has cut crude runs about 4%, principally at its Whiting, Ind., refinery; Ashland a 5% cutback. Over-all runs at the company's refineries have already been reduced 20% below the peak throughput last spring.

Total crude runs were off 224,000 b/d in the week ended Sept. 19, from 7,216,000 b/d average in the week ended Sept. 12, according to the American Petroleum Institute statistical report.

Gasoline production in the week ended Sept. 19 dropped 171,000 b/d, to 24,687,000 b/d, and distillate fuel oil production slid sharply 440,000 b/d, from a total of 10,224,000 b/d in the week ended Sept. 12.

Stocks Still Rising—Kerosine and distillate stocks set records for the second successive week, and the amount of foreign crude included in domestic refinery runs remained at the record level set in the week ended Sept. 12.

Kerosine inventories climbed 559,000 bbl., to a new peak of 37,358,000 bbl., and distillate stocks reached 126,189,000 bbl., a rise of 525,000 bbl.

Total crude oil stocks in the U. S. rose 2,712,000 bbl. to 283,577,000 bbl. in the week ended Sept. 19, from the week ended Sept. 12, according to the Bureau of Mines report on crude stocks. Crude stocks were up 8,000 bbl. in PAD District 1 and 822,000 bbl. in PAD District 2.

Oil Imports Up—Total U. S. imports of crude oil and products rose 142,300 b/d in the week ended Sept. 19 from the previous week when total imports dropped, the API reported. East of California imports were up 173,900 b/d, while California imports declined 31,600 b/d. Detailed figures appear in the following table:

U. S. Oil Imports

	Week Ended Sept. 19	Week Ended Sept. 12	4 Weeks Ended Sept. 19
	(bbls. per day)		
East of California			
Crude oil	619,700	487,600	614,400
Residual fuel oil	347,500	342,700	290,100
Distillate fuel oil	5,000	5,000	6,600
Asphalt	23,000	....	12,000
Others	14,000	....	7,100
Totals	1,009,200	835,300	930,200
California			
Crude oil	79,000	110,600	99,100
Totals	79,000	110,600	99,100
Total U.S. Imports	1,088,200	945,900	1,029,300

Imports Cut Urged — Meanwhile, the Import Policy Committee of the Independent Petroleum Assn. of America called on oil importing companies to reduce their imports programs by about 300,000 b/d immediately.

The committee said, under present schedules, further reductions of some 300,000 b/d "seem necessary and unavoidable." The committee said the domestic industry's strength and vitality are being weakened, wasteful stocks have accumulated and forced reduction in domestic production has resulted.

Penna. Runs Drop—Runs to stills of Pennsylvania grade crude oil decreased 4,589 b/d, daily average, in the week ended Sept. 19, to 54,242 b/d from 58,831 b/d in the week ended Sept. 12. The figure is also below the 55,047 b/d runs a year ago, according to the National Petroleum Assn. report. Totals are:

Week Ended Sept. 19, 1953	Week Ended Sept. 12, 1953	Week Ended Sept. 20, 1952
	(figures in b/d)	
54,242	58,831	55,047

Allowables Cut—Texas and Louisiana both trimmed crude oil production allowables for October, with the Texas Railroad Commission ordering a 86,223-b/d slash.

The new Texas cut sets an allowable of 2,409,904 b/d, based upon 19 days' operations for fields generally. East Texas will operate 18 days. Special patterns include 15 days for the Kelly-Snyder field in Scurry County, 11 days for non-flaring wells in the Spraberry field, and 16 days for the Pantex field in South Texas.

The Louisiana State Conservation Commission has fixed that state's allowable at 684,038 b/d, a reduction of 19,697 b/d from the September quota.

Aramco Output Down — Saudi Arabia crude oil production in August averaged 856,630 b/d, down 53,047 b/d from July's record of 909,677 b/d, the Arabian American Oil Co. reports.

Creole Slows Down—Creole Petroleum Corp.'s operated crude oil production in Venezuela in August averaged 670,329 b/d, a decrease of 33,966 b/d from July. Net production, plus purchased royalty oil, averaged 733,429 b/d, down 30,024 b/d from the previous month.

World Stocks Up—World crude oil stocks increased by 85,000 b/d in March, compared with a drop of 30,000 b/d in February, the Bureau of Mines reports.

Summary of API Report on Refining Operations

(U. S. Totals—B. of M. Basis)

Production	Week Ended Sept. 19	Week Ended Sept. 12	Increase or Decrease
		(figures in bbl.)	
Crude runs—daily avg.	6,992,000	7,216,000	—224,000
Foreign crude included	723,000	723,000	——
Per cent operated	90.7	93.6	—2.9
Gasoline	24,687,000	24,858,000	—171,000
Kerosine	2,145,000	2,215,000	— 70,000
Distillate fuel oil	9,804,000	10,244,000	—440,000
Residual fuel oil	8,529,000	8,816,000	—287,000
Stocks			
Finished & unfinished gasoline	143,740,000	143,487,000	+253,000
Kerosine	37,358,000	36,799,000	+559,000
Distillate fuel oil	126,189,000	125,664,000	+525,000
Residual fuel oil	52,164,000	51,760,000	+404,000

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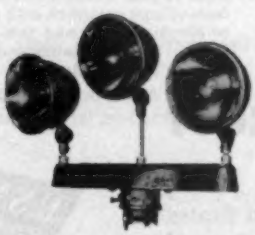

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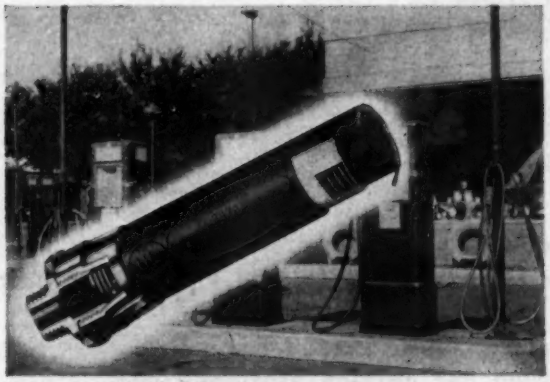

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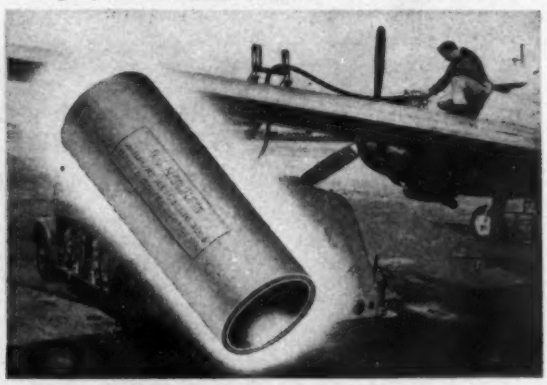

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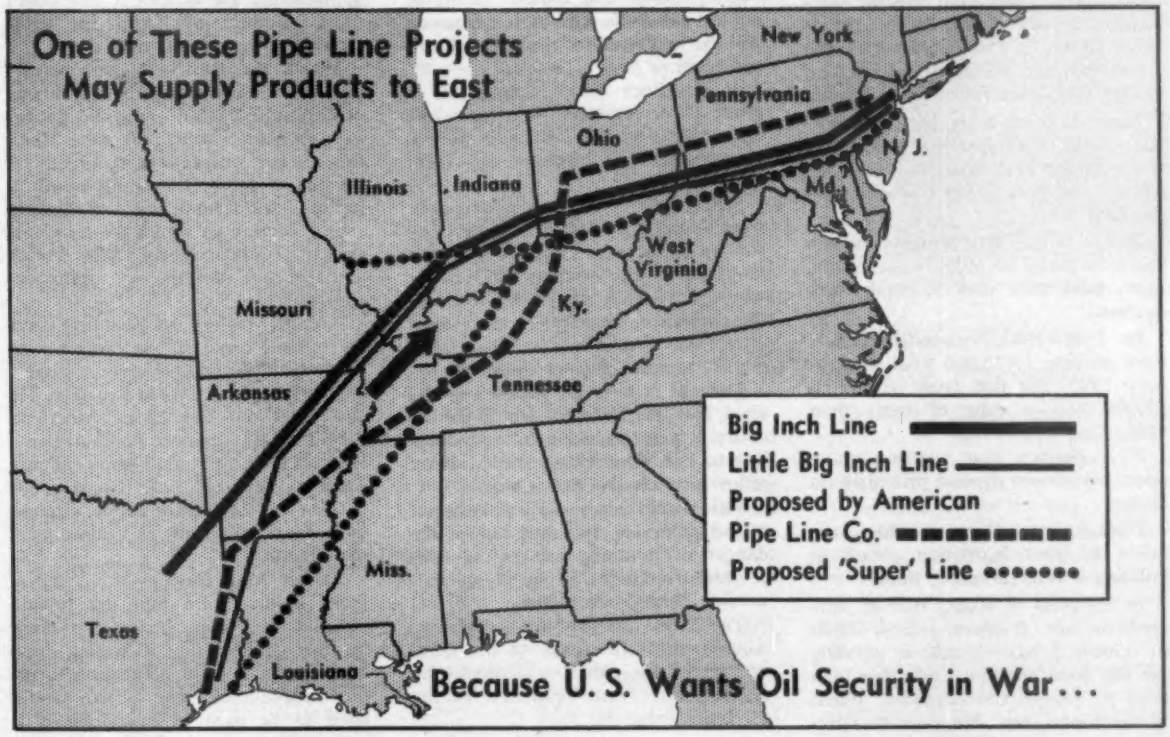
TRANSPORTATION



Pressure Is on for 'Big Line' to East

How would the East Coast be supplied with oil if all-out war should come?

That's the question that has government defense officials in a cold sweat.

They're worried about submarine attacks on oil tankers. And right now they're thinking a large-inch products line may be the answer.

The government has in mind such possibilities as these:

1. Building the 24-in. products line proposed by American Pipe Line Co. It would carry 325,000 b/d from Beaumont, Tex., to Newark, N. J.

2. Building a 36-in. "super-inch" line from Texas to the East, with an ultimate capacity of 750,000 b/d.

Converting the war-built Big Inch or Little Big Inch pipe line from natural gas to crude and products. During World War II, the Big Inch (24-in.) carried crude from East Texas to the New York-Philadelphia refinery area. The Little Big Inch (20-in.) carried products from the Texas Gulf Coast refineries to New York.

Oil men have widely varying reactions to the idea. Oil marketers are not worrying much over the impact on their operations, and doubt a big line can be economically justified. At least one company is a bit concerned over whether the pipe line would cut into refinery markets in the East. But it's the tanker operators who are most alarmed. As one oil man put it, "What would happen to the tankers? Maybe after a while we wouldn't have them if we wanted them."

Although recognizing this problem, the National Security Council and the Joint Chiefs of Staff believe something must be done to give the East wartime oil security. Both the Office of Defense Mobilization and Petroleum Administration for Defense are looking hard for a solution. And this week defense officials were looking straight at oil men. They were slated to present the problem to National Petroleum Council in Washington Sept. 29.

The problem is made complex by

the hard fact that the most desirable and economic transportation system for peacetime use is the least desirable during war. What is practical now would be impractical once the shooting starts.

At present, while the guns are silent, tankers from the Gulf Coast, from California and from foreign lands bring in to East Coast harbors the 1,000,000 b/d of crude oil needed to keep East Coast refineries on stream.

More tankers bring in a big portion of the 1,500,000 b/d of finished products the East Coast refiners can't supply. So there is no transportation problem now.

But in World War II many tankers had to be taken for military use. Many, many more were sunk by enemy submarines.

In June 1941, coastwise tankers were moving 1,472,000 b/d. By January 1943, this had been slashed to 57,000 b/d—a drop of more than 96%.

It is obvious that wartime transportation cannot depend primarily on tankers.

Furthermore, Congress this year failed to pass legislation aimed at building a reserve tanker fleet.

In the crisis of World War II, government and industry joined hands to achieve a near-miracle in building the Big Inch and the Little Big Inch lines to relieve the desperate plight of the East Coast. But even that tremendous achievement took time—more time than the experts fear we will have in the stepped-up pace of an atomic war.

Questionable Plan—The possibility of reconverting those pipe lines to crude oil and products use in an emergency is slim. Those lines—and additions made to them—now are moving about one billion cu. ft. of natural gas daily. And more expansion will be required to meet the East's gas needs.

If the lines were reconverted to crude oil or products, there would be an endless number of cold homes, empty places of business and silent factories.

Also, even if some magic answer were found for serving the gas consumers so the lines could be switched to crude oil or products, the answer would be only a partial one because the combined capacity of those lines is 550,000 b/d. The East Coast need would be much greater than that.

Defense experts are inclined to the view that the solution would be an entirely new "super-inch" products line to link Gulf Coast and Midwest refineries with the East Coast.

This would put more emphasis on inland refineries, and thus reduce the danger of bombing attacks on concentrated refineries in the highly vulnerable New York region.

The 36-in. line they are considering would run from Texas to the East, and would be joined in Kentucky by another line from refineries in the St. Louis area.

OIL MEN COOL

The big question now is how the "super-inch" or some other system is to be built.

There doesn't appear to be any simple answer.

As pointed out earlier, any company attempting to build and operate such a line during peacetime would be faced with terrific competition from tankers, barges and other methods of transportation.

For example, at least one major company in the East wouldn't be interested in taking product from the line. A company official believes other majors wouldn't be interested either.

He says his company has decided it can do its supply job cheaper in peacetime by tanker. This is not only because there is now an over-supply of shipping, but also because new tankers are bigger and faster than their predecessors.

Ohio Reaction—Samuel H. Elliott, marketing vice president of Standard Oil Co. (Ohio) discounts the threat of harmful effects from possible product takeoffs from a line through Ohio. Mr. Elliott notes that oil products are already moving into the state through a complete network of pipe lines and by barge. He notes that a new line "won't add to consumption," and that unless it has a price edge, it would not disturb the Ohio market appreciably. He doubts a line could move product up from the Gulf cheaper than present methods.

Worth the Cost?—A "super-inch" line would cost hundreds of millions of dollars and mean a gigantic financing problem. Many oil men don't think it is justified. One major official points out a big line would entail "a lot of extra terminaling and hauling (since tankers go direct to numerous seaboard points outside New York) and that sort of thing gets pretty expensive."

Another major representative says the refining capacity just doesn't exist on the Gulf Coast to operate a "super-inch" line efficiently—at capacity. He also rules out the 24-in. American Pipe Line Co. project on that score. He concludes: "I don't know of any economic use for Gulf Coast products on the East Coast above Virginia on a peacetime basis, as against local manufacture."

Tanker Men Object—If a "super-inch" system were built by private industry with some financial backing by the government, it would draw bitter protests from competing forms of transportation. The system would have to be used in peacetime if it were to be economically feasible. That would put the government in the position of helping one competitor over another.

Already one tanker operator has said it would be a "tragedy of the first consequence" if a pipe line were built without a study to adjust tanker dislocation. He stresses that U. S. tankers are being squeezed from offshore business, and depend on the coastal trade for the bulk of their business.

He estimates that "super-inch" delivery of 750,000 b/d on the East Coast would have the effect of displacing the equivalent of 75 of the T 2 tankers—which presumbaly would have to be laid up because of the loose tanker market.

Refiner Concern—Harmful effects on security also would result if a new line were to unload products in competition with refineries currently supplying the Pittsburgh-Youngstown, Ohio, area, a refiner believes. He says these refineries are providing the steel companies in that area with industrial fuel oil, which can't be moved by pipe line. He thinks the country needs

Good for Jobbers

A new large-inch products pipe line supplying the East would be sound from the jobber viewpoint—in peace or in war. That's the opinion of a prominent East Coast Independent, who believes such a line would encourage more suppliers to enter the Eastern market, thus giving jobbers more potential sources of supply. He thinks several suppliers not now marketing in the East would come in.

The Independent recalls that jobbers were helped by the operation of the "inch" lines in World War II—especially on gasoline supply. He believes that if pipe line facilities are added to protect the East, they would very probably be operated in peacetime—to protect the investment.

these refineries in a healthy condition, and "nothing should be done to destroy them competitively."

GOVERNMENT FINANCING?

But if the U. S. feels a pipe line to the East should be built in spite of all this, some may wonder why the government doesn't finance the project entirely (as it did the "Inch" lines during World War II).

If we were already at war, that probably would be the course of action. But if the government were to build the system during peacetime and put it into operation, it would be competing with private enterprise and thereby weakening the very industry the U. S. wants to keep strong for war.

Or, if the line were built now by the government and reserved entirely for war use, it would lie in the ground idle for an indefinite time. The initial cost and the maintenance on the idle line would be a drain on the taxpayer. There would be no revenue from an empty line. Also, it would discourage the oil industry itself from expanding.

Nor would it seem feasible for the government to finance the construction and then lease the line to industry for peacetime use. This would mean that a civilian economy would become dependent on the line. If war came, that economy would be killed by the loss of its source of supply.

Turning to Oil Men—There are no indications at all that the government has any desire to build the system itself. Rather, it is becoming increasingly evident that it will call upon the industry for a solution.

What the defense agencies want to do now—if the Justice Department will give them antitrust clearance—is to present the problem to the oil industry and ask it for plans, suggestions and recommendations.

Some PAD officials felt recently that the proposal offered by the American Pipe Line Co. might be the solution.

Other government officials, however, are lukewarm for two reasons: The proposal calls for $60 million financial assistance from the government, plus 100% rapid tax write-off benefits on the remainder. And it would fall far short of meeting the 750,000 b/d goal. Also, some point out, if the government helps one company with such a project, wouldn't it be obligated to help anyone else in similar fashion?

This does not mean that the American Pipe Line Co. proposal has been killed. It may eventually be approved in whole or in part. Some government officials talk of using the southern part of American's plan and tying it in at some point in Kentucky with another branch from the St. Louis area to form a larger line eastward.

Even though the government officials are aware of the complexity of these problems, they are not entirely gloomy. They recall that grave problems have been solved by the oil industry before.

Donald C. McGraw

Donald C. McGraw Assumes Presidency

Donald C. McGraw has been elected president of the McGraw-Hill Publishing Co., Inc., succeeding his brother, the late Curtis W. McGraw.

Youngest son of the late James H. McGraw, Sr., founder, Mr. McGraw joined the company in 1919 as a staff member of *Chemical and Metallurgical Engineering*, now *Chemical Engineering*. In 1922 he was transferred to the pressroom and composing room, at a time when the company operated its own printing plant. He became supervisor of the building and printshop operations in 1924.

He was made secretary of the company in 1933 and put in charge of production and manufacturing. Since then he has been responsible for handling all contracts for printing and binding, engraving and paper supply for the entire McGraw-Hill operation.

In 1935 he became a company director, and in 1945 he was named vice president for manufacturing and general services. In 1950 he became a director of the McGraw-Hill Book Co. and the Newton Falls Paper Mill, in which the company has a half-interest.

A Princeton University graduate, he served in the U. S. Navy during World War I.

Court Throws Out Rail Rate Cut

Tank truck operators scored a victory over the railroads in a decision rendered last week by a three-judge federal court in Los Angeles.

The decision annulled a 40% railroad rate reduction for transporting oil that the Interstate Commerce Commission had previously approved for several railroads operating in the Southwest.

Because the truckers felt the rate reduction would put them out of business, they opposed it vehemently and brought it into court. The railroads responded that they were forced to make the rate reduction to forestall the construction of a pipe line by Standard of California and The Texas Co.

The latest decision annulling the rate cut is the culmination of a dispute that has been going on for several months. In its decision, the three-man federal court stated that the ICC had not taken national defense into consideration when it approved the 40% decrease.

What Court Said—In the opinion of the Court, as written by Judge Mathes, and concurred in by the two other judges, the ICC had not weighed the importance of the congressional mandate of the national transportation policy . . . which calls for a consideration of national defense in determining the regulation of transportation. Judge Mathes suggested that by leaving rail rates as they were, the ICC would have permitted the establishing of three modes of transportation in the area. Approval of the rate reduction, However, was considered to be a forerunner of a situation in which both tank trucks and pipe line would be eliminated from competition with the railroads. Then, suggested Judge Mathes, the railroads might " . . . request approval of the total or partial restoration of the higher rates."

The fight may not be over yet, as the litigants threatened to take the case as far as the Supreme Court when the case was first heard in May. Another possibility, however, is that the rails may start all over by applying again to the ICC for lower rates.

TRANSPORTATION

Yellowstone Pipeline Delayed by High Bids

High cost of winter-time construction has delayed the start of work on the Yellowstone products line until next spring.

The line will extend from Billings, Mont., to Spokane, Wash., and had been scheduled to begin limited operation by January, 1954. Contractors said their bids were above original estimates because they would have to combat Montana's severe winter conditions in order to complete the line by January. They have been asked to submit new bids on the basis of a completion date next August.

The line is a co-operative project of Continental, Carter, Union Oil of California, Interstate Oil Pipe Line Co. and H. Earl Clack interests.

Carter announced that it still plans to open 18 new service stations in the Spokane area despite postponement of the pipe line construction. They will be supplied by rail until the pipe line goes into operation. Carter made known its plans to build a terminal at Spokane last month.

Continental Oil Co. and Yellowstone Pipe Line Co. have already obtained permits to build a terminal with 147,000 bbl. storage capacity east of the Spokane city limits at a cost of $1,000,000.

API Panel to Discuss Truck Loading Safety

Operators of oil tank trucks can learn about—and discuss—the newest methods of safeguarding personnel who load tank trucks, when the American Petroleum Institute meets in Chicago in November.

On November 11, at the Conrad Hilton Hotel, a panel will describe safety equipment and procedures related to tank truck loading. The panel will discuss such subjects as: rack structures; fill arms and downspouts; controls, procedures and conditions for filling through open domes; and equipment and procedures for bottom loading through tight connections.

. . . in Brief

Pipe Line to Memphis—A new corporation is being organized by Sunray Oil to construct and operate a new oil products pipe line from Sunray's refinery near Duncan, Okla., to an eastern terminus on the Mississippi River at Memphis, Tenn. It will be called the Mississippi River Products Pipe Line, Inc. The pipe line probably will be routed across south central Oklahoma, entering Arkansas in the vicinity of Fort Smith, pass near Conway, and north of Little Rock.

Tanker Shortage "Serious"—In case of war the U. S. would have to depend upon foreign tankers for petroleum imports, according to Senator Potter (R., Mich.). He sees no real slackening for tanker demand in time of war even if new crude and product lines are constructed to supply the East.

TRENDS

Free World Production Growing

Foreign refiners will produce 60% more lube oil next year than in 1952 and the crude oil capacity of free world refineries (outside the U. S.) will climb 40% over 1952 by the end of 1955.

This is revealed in two new surveys by the Petroleum Administration for Defense.

The agency's study of planned production in 1954 showed there will be an average of 53,100 b/d, compared with 33,200 b/d last year. Capacity is not included, but the 1952 survey indicated a capacity of 75,000 b/d could be expected by 1955. Total capacity will be used, PAD says, "only if demands and economics are justified."

PAD asked for statistics on production rather than capacity because it felt "the figures give a clearer picture of probable free-world developments."

The study revealed that 42% of "free" Europe's output would be in England, 27% in France, 15% in Germany and 11% in Italy. In the Far East, Japan will have about 80% of the total output.

Following is a summary (in b/d) of the survey:

	Actual 1952	Expected 1954
Canada & Mexico	5,300	8,000
Caribbean & Venezuela & Colombia	5,300	8,600
Balance Western Hemisphere	800	1,100
Total Western Hemisphere	11,400	17,700
Free Europe	18,200	30,000
Africa, Middle & Near East	....	....
India, Australia & Far East	3,600	5,400
Total Eastern Hemisphere	21,800	35,400
Total Free Foreign	33,200	53,100

Foreign Oil Refining—PAD's survey of crude oil capacity was based on reports from refiners on expansion projects actually begun. It shows the capacity will rise to 6,346,000 b/d by the end of 1955, compared with 4,540,000 b/d at the end of 1952.

Crude capacity change is hinged on the end of 1951, since that was the year the Abadan refinery, with rated capacity of 500,000 to 550,000 b/d, was lost to the free world.

Following is the PAD report on present and future locale of refining capacity in the free world outside the U. S.:

	No. of Refineries 1951	1955
Free Europe	104	116
Africa, Middle & Near East	13	20
India, Australia & Far East	32	39
Total Eastern Hemisphere	149	175
Canada & Mexico	41	46
Carribbean (incl. Colombia & Venezuela	27	29
Balance Western Hemisphere	32	36
Total Western Hemisphere	100	111
Total Free Foreign World	249	286
Countries with refineries	46	51

The survey also shows: Catalytic cracking capacity will increase 110%, from 326,000 b/d at the end of 1952 to 683,000 b/d by the end of 1955.

Thermal cracking and reforming capacity will rise from 1,250,000 b/d to 1,492,000 b/d, or 20%.

Three-year expansion in catalytic reforming will total 1,170%: from 10,000 b/d to 127,000 b/d.

Polymerization production capacity will climb from 22,000 b/d to 41,000 b/d, or 87%.

Area breakdown on increases in crude capacity was: Far East, 77%; Europe, 47%; Western Hemisphere, 28% (bulk in Canada and Mexico).

PAD also noted that refiners in the Western Hemisphere, because of projected increases in Canada and Mexico, plan to use catalytic cracking on 10% of total crude runs instead of the present 7%. In the Eastern Hemisphere, this will rise from the present 7% to 11%.

SBA's Loan Policy Taking Shape

The Small Business Administration has just announced its loan policy designed to aid the growth of smaller business concerns. If Administrator William D. Mitchell's idea of community "credit unions" manages to "catch fire," it could eventually benefit many oil jobbers and possibly retail service station operators.

There are three phases connected with SBA's plans to stimulate small business activity:

1. Direct loans.
2. Deferred participation loans—in which private organizations would advance loans guaranteed, all or in part, by the SBA.
3. Private loans, sparked by SBA's "catalyst" role.

Best Chance — The last of these seems to offer the most promise to the petroleum marketer. Under this plan, according to Mr. Mitchell, local pools of private capital would be formed. These pools, or "credit unions," would be made up of funds invested by banks and the larger business interests within the area. (See Sept. 2 NATIONAL PETROLEUM NEWS).

If a jobber could not get expansion capital from his bank, he could go to this local pool. Then, if necessary, he could go to the Small Business Administration.

One factor that makes this plan especially feasible is that banks are authorized under state laws to advance funds to a pool of this type where they could not make a direct loan to an individual application.

Direct Loans—There doesn't seem to be much help for the oil industry in SBA's direct loans or guaranteed loans. Since its loan capital is limited, its direct loan assistance is forming along the line of helping the "basic industries" in the community. The aim is to grant financial aid to those small businesses which manufacture or fabricate materials, on the theory that this type of business "makes jobs." Then the new wage earners bring more business to the retail and service firms within the community.

Highest priority is given loans "which will assist, expedite, increase or maintain the production necessary to meet military, defense or essential civilian requirements."

Extending Available Amount—The agency has a total of $55 million for the current fiscal year with which to make direct loans. Small Business Administrator William D. Mitchell hopes to inflate this total to perhaps as much as $500 million by a practice of lending a certain percentage of a particular loan—with private lending agencies "taking" perhaps 85% of the loan and SBA advancing the remaining 15%.

Relative Size—There is another basic factor that makes it hard for some marketing segments of the oil industry to qualify for direct loans—the question of relative size. SBA is still engaged, with the help of the Commerce Department and others, in determining just what is "small business" within any given industry.

Spokesmen readily concede that oil is a basic and integral part of any community's life and is a key factor in defense. But, based on the agency's first vague shaping of policy, only the production and refining segments of the petroleum industry would seem to qualify. They frankly do not believe the retailer would qualify. And it would appear, at this point, that the production and refining portions of the industry usually are too large by normal standards to qualify as "small business."

The jobber is a question mark. He probably would be qualified from a standpoint of size but, unless his business were tied in directly to supplying a military or defense installation, it is doubtful that he would pass the "essentiality" test.

Many of these eligibility requirements for direct loans seem to apply also to the deferred participation loans in which SBA guarantees loans extended by private loaning agencies.

Loan Limitations — Loans will be limited to $150,000, but it is thought this limit might be applied only to the SBA's small share of the over-all loan.

Ready for Applications—SBA began accepting loan applications Sept. 29. Applicants must contact regional or branch offices nearest them:

Regional — Boston; New York; Philadelphia; Richmond; Atlanta; Cleveland; Chicago; Minneapolis; Kansas City, Mo.; Dallas; Denver; San Francisco; and Seattle.

Branch—Buffalo; Pittsburgh; Baltimore; Birmingham; Nashville; Cincinnati; Detroit; Indianapolis; Madison, Wis.; Davenport, Iowa; Omaha; St. Louis; Houston; New Orleans; Oklahoma City; Los Angeles; and Portland, Ore.

Loan applications will be processed in the field but final approval for any loan must be made in Washington.

When these loan applications begin flowing into Washington, the agency will start making its policy refinements to determine just exactly what kind of business will be eligible for direct financial aid.

Antitrust Prosecutor To Resign His Post

William C. Dixon will resign as head of the Justice Department's antitrust office in Los Angeles, probably this fall. Best prospect for his replacement is George Haddock, chief of the Justic Department's trial section in Washington.

The West Coast petroleum antitrust case is one of the most important cases now being handled by Dixon and Haddock is flying to Los Angeles to discuss the case with him.

DJ attorneys say the shift in trial attorneys will make no difference whatsoever in the conduct of the West Coast suit.

FUELS

Frontier, Sunset Oil Unveil New Gasolines

The list of premium gasolines with additives was upped by two last week as Frontier Refining and Sunset Oil Co. joined the parade.

Frontier began marketing its new Frontier Ethyl with RTG additive in Cheyenne. Harry A. Brown, manager of the company's refinery there, claimed that the new gasoline already has increased premium-grade sales by about 30%. RTG stands for the company's slogan, "'Rarin to Go," but the additive was not identified.

Frontier says its new gasoline provides 15% more power, 15% greater mileage and 150% longer spark plug life. It says the additive was developed specifically to overcome power loss and fuel waste by altering combustion deposits so they no longer cling to spark plugs and combustion chambers.

"Automatic" Gasoline—Sunset, of Los Angeles, is promoting its new gasoline as "the first designed for automatic-drive cars." It will exploit that angle in its advertising and promotion campaign.

Golden Eagle "AD" (for "automatic drive") is the name of the gasoline, which Sunset claims has an octane rating of "92 plus." It went on sale in Southern California Sept. 24 and next month will be distributed in Northern California.

The price will be raised 1¢ per gal., making it 22.9¢ per gal. (ex 8¢ state and federal taxes) in the Los Angeles Basin. This compares with a typical major premium posting of 23.1¢. Sunset's spread between regular and premium will be 4¢.

President J. Dave Sterling reported that his company intends to stress quality products at full prices.

PRICES

FTC Probes Complaints In Syracuse Price War

A Federal Trade Commission investigation got underway in Syracuse, N. Y., last week of complaints that certain major supplying companies have been violating federal laws in the conduct of a local price war.

Investigators began interviewing gasoline dealers after talking with Earl D. Meyer, president of Central New York Gasoline Retailers, Inc., which made the complaints. The FTC men have mapped plans for supplementing what evidence the group already had.

The Justice Department, which also has been looking into the situation, apparently is marking time.

Complaints primarily are directed at two companies. One purportedly initiated price cuts to a total of 4¢, half of which some of its dealers have made without tank wagon reduction.

The company has and is converting some of its outlets to salary-operated or commission basis, to make sure the cuts "stick," according to complaints. This constitutes price fixing, the retailer group contends.

The group insists it also has resulted in discrimination in price among the company's customers.

Where the company had just one controlled outlet at the start, it now has four. It shortly will have a fifth at a location on which the lease is being allowed to expire, said a spokesman for the group.

The second company, he asserted, followed the first in price "variations" and in converting stations to direct or commission operation. It had two such stations at the beginning and now has "more than a dozen."

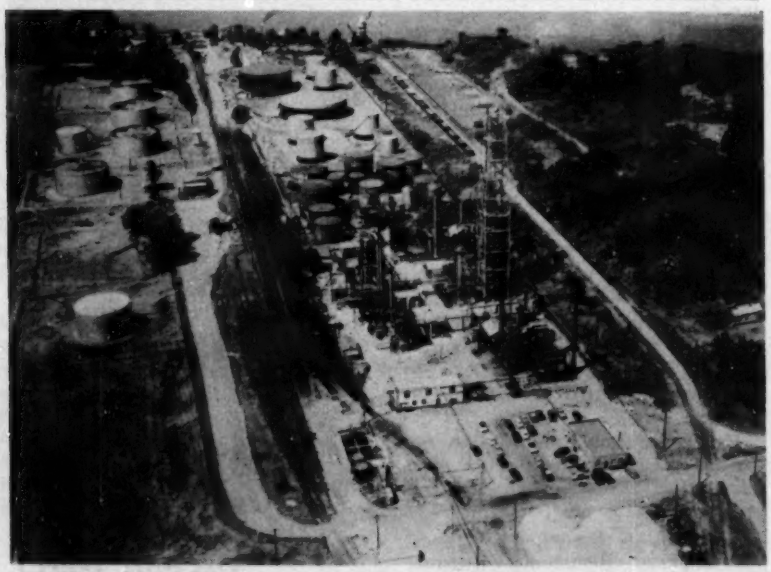
It also is "guilty" of price discrimination, he maintained. It is giving a 1¢ "competitive allowance" ("kickback") to dealers who drop their prices, but not to a "majority" of its dealers in Syracuse.

A third company, said the spokesman, has been put in the position of attempting "price fixing" by salesmen who have taken ready-printed retail price signs around to its dealers, and have asked them to post the signs.

Despite these tactics, he added, a "good share" of Syracuse's dealers are "holding the line" at "normal" prices. Generally these are 22.5¢ for regular-grade gasoline and 24.5¢ for premium-grade, excluding 6¢ state and federal taxes.

Some dealers of the first company are included in this group, he said, although other lessees of that company have met cuts made at salary-operated and commission-basis stations flying its flag.

(For more on Prices, see Oil Markets, starting on page 94)



More Gasoline for Jobbers and Co-ops

A modernization program has been completed at the Delta Refinery, Memphis, including a new TCC catalytic cracking unit (dedicated Sept. 28). Owned by the Missouri Farmers Assn., the refinery supplies co-ops and Independent oil jobbers in the states of Missouri, Arkansas, Tennessee, Mississippi and Alabama. New facilities will increase the refinery output from 4,000 b/d to 7,000 b/d, and 5 million gal. storage capacity has been added.

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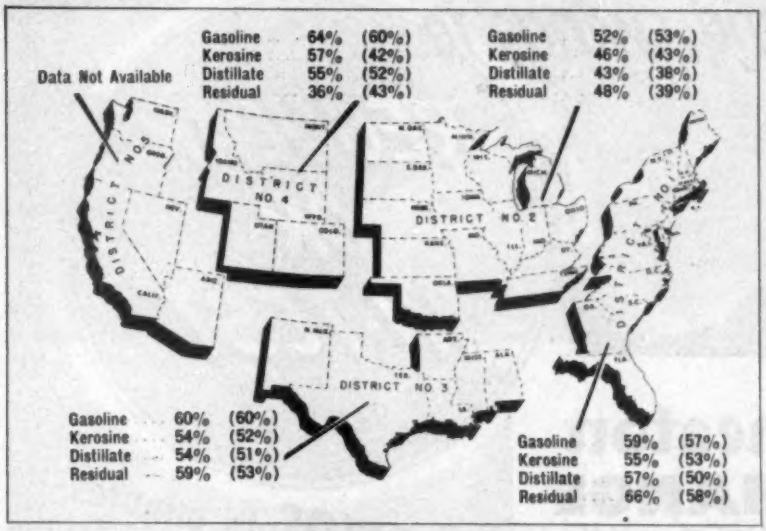
STORAGE



PERCENTAGE of secondary storage capacity filled with principal oil products is shown on this map, as of July 31. Percentages on June 30, 1953, as shown in parentheses. "Distillate" includes No. 1 and 4 fuel oil and light Diesel oil. "Residual" includes No. 5 and 6 fuel oil and heavy Diesel oil

Secondary Stocks Decline 8%

The U. S. oil industry had 49.8 million bbl. of the four principal products—gasoline, kerosine, distillate and residual fuels—in secondary storage on July 31, 1953.

This was an increase of 2.9 million bbl. (6%) over the previous month, but 8% lower (4.2 million bbl.) than stocks last year.

Stocks of distillate fuels, amounting to 16.5 million bbl., continued their seasonal buildup with an increase of 1.6 bbl. (1%) over June 30. Distillate stocks, however, were down 1.3 million bbl. (7%) from July, 1952. This is the first report this year in which distillate stocks have been significantly lower than stocks a year ago.

Gasoline inventories totaled 20 million bbl., an increase of 37,000 bbl. from the previous month but a decline of one million—95%—from a year ago.

Kerosine stocks, at 6.5 million bbl., increased 298,000 bbl. (5%) over June 30 but decreased 1.1 million (14%) from last July 31.

Stocks of residual fuels amounted to 6.8 million bbl., an increase of 921,000 bbl. (16%) over a month earlier—but the principal increase in secondary inventories percentagewise—but a decline of 821,000 bbl. (11%) from a year ago.

Approximately 54% of secondary storage capacity was filled as of July 31, 1953, as compared with 47% filled on April 30, 1953, the date of the last survey of storage capacity. Total secondary storage capacity filled this year is 5% lower than last year.

Census Report on Secondary Stocks, Storage Capacity

Figures in thousands of bbl.

	July 31, 1953	June 30, 1953	July 31, 1952	Bulk Storage Capacity July 31, 1953
PAD 1				
Total	22,026	20,073	23,292	37,403
Gasoline	5,397	5,240	5,838	9,156
Kerosine	2,818	2,727	3,347	5,113
Distillate	9,044	7,953	9,346	15,942
Residual	4,767	4,153	4,761	7,192
PAD 2				
Total	17,507	16,701	19,649	36,364
Gasoline	8,529	8,671	8,747	16,257
Kerosine	2,786	2,622	3,346	6,052
Distillate	4,877	4,347	5,893	11,316
Residual	1,315	1,061	1,663	2,739
PAD 3				
Total	5,211	5,055	5,864	8,992
Gasoline	2,969	2,946	3,150	4,932
Kerosine	705	677	718	1,312
Distillate	901	861	948	1,678
Residual	636	571	1,008	1,070
PAD 4				
Total	1,649	1,521	1,475	2,727
Gasoline	1,034	967	926	1,616
Kerosine	120	88	92	212
Distillate	490	460	444	885
Residual	5	6	13	14

Canadian Oil Erecting New Ontario Terminal

Construction has started on the seventh in Canadian Oil Companies' chain of Great Lakes and St. Lawrence River shipping terminals. It is being built at Coburg, Ont., at a cost of $200,000.

A former Shell one-tank terminal and adjoining property on Coburg's waterfront were purchased for the site where Canadian Oil will build a five-tank plant of about 100,000 bbl. capacity. A warehouse and truck loading rack will also be built to store and distribute lubricating oils and greases.

. . . in Brief

New Oil Standards—The American Petroleum Institute is withdrawing its approval of the National Standard Oil Tables (C140) which were issued in 1936. Instead it is endorsing, as the new national standards, the recalculated and extended Petroleum Measurement Tables published by the American Society for Testing Materials and the Institute of Petroleum (ASTM Designation: D1250; IP Designation: 200). API's endorsement of the new tables becomes effective Jan. 1, 1954.

When volume swings to—

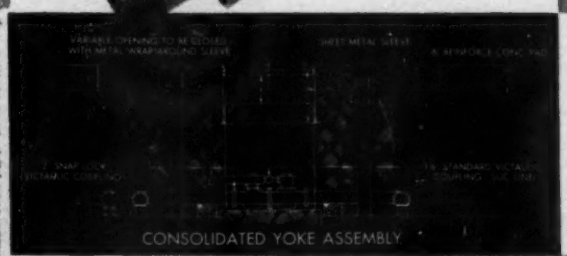
REGULAR OR HI-TEST

New Wheaton INTERCHANGE MANIFOLD

...switches STORAGE-TO-PUMP RATIOS in minutes to meet varied seasonal demands!

SAVE TIME . . . INCREASE DELIVERY EFFICIENCY! CHANGE STORAGE-TANK-TO-DISPENSING-PUMP RATIOS IN MINUTES INSTEAD OF HOURS

The new Wheaton Interchange Manifold for service stations features four tees with two blank gaskets and two flow gaskets between the flange faces. Gaskets are interchangeable to provide various ratios of products to meet seasonal peaks. The entire manifold can be quickly and easily removed from the vault by means of special detachable couplings. The new service station manifold affords ratio changes in less than 30 minutes against the 12 hours required by other methods.



CONSOLIDATED YOKE ASSEMBLY

A COMPLETE ASSEMBLY WITH VAULT AND COVER OPTIONAL

The Wheaton Manifold assembly includes all parts necessary to complete the installation. Vault and cover, with inner and outer shell to allow for settlement, are supplied on order so that contractors may complete the work without delay. Call or write for complete information.

FAUCETS · VALVES · JOINTS · COUPLINGS · LOADING ASSEMBLIES

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UNION, NEW JERSEY—DISTRIBUTORS IN ALL PRINCIPAL CITIES

Today's Station—Sharper Sales Weapon

The motorist may not be aware of it, but 1953 is witnessing just about the hottest oil industry competition ever for his dollar.

The fact that 19 major companies are building 33% more stations this year than in 1952 is one solid indication. There are many others—none of which may be too readily apparent because, in basic design, today's typical new station looks just about like last year's.

This additional evidence manifests itself in several ways. In such things as:

—The extra attention being devoted to station lighting.

—The way lube bays are being made into real show places.

—The scientific designing of signs that command a motorist's attention, without cluttering the streamlined appearance of a station.

These and other recent developments in the service station field are reported fully in this special section of NATIONAL PETROLEUM NEWS.

All are indicative of an intensified competition in gasoline marketing that lends extra meaning and timeliness to the additional features in this section that report:

—How a sales manager for a major company goes about selecting good dealers.

—The volume of station business transacted after dark, based on an NPN survey.

—The fundamentals involved in effective layout of service station pump islands, and

—How a successful Independent oil jobber has solved the problem of financing station construction, plus how a major helps its jobbers build stations.

For illustrated reports on what oil marketers are doing and planning . . .

Turn Page for Special Station Section ➡

BUILDING by major oil companies is expected to increase by one-third this year as . . .

Station Construction Tempo Rises

Major oil companies are building more service stations this year than they did in 1952—by 33%.

In a survey made by NPN, 19 companies reported plans to build a total of 2,152 new stations in 1953. Last year these same 19 companies built 1,619 stations.

Only two of the 19 are building fewer stations than in 1952. One is building the same number. The rest are all topping last year's totals.

Nearly every company is remodeling or replacing stations of old-type construction. About 30% of the building planned this year is actually replacement of old stations. One of the large majors is replacing 90 old stations.

All told, 18 of the 19 companies will spend a total of $64,193,832 for station building this year. Their combined expenditure last year was $45,217,964. That's an increase—for those 18 companies—of almost $19,000,000.

More stations are being built this year for several reasons. Obvious ones: More cars are on the road than ever before. And motorists are driving more miles.

A large percentage of the new stations being built are intended to reach drivers in the new residential districts that have been going up in suburban areas.

Heavily traveled traffic arteries are another favored location, with the choicest spots at the ends of freeways.

Conventional stations seem to be receiving more stress, even so, with less emphasis on multi-pumps. Most companies say they are building conventional stations except at locations where an extraordinary number of pumps is justified by special conditions, such as exceptionally heavy traffic or unusual periods of rush business.

National statistics show a 3.5% increase in average building costs in the service station class, and most companies responding to NPN's survey generally agree that this is the case. Some, however, see a tendency for costs to level off.

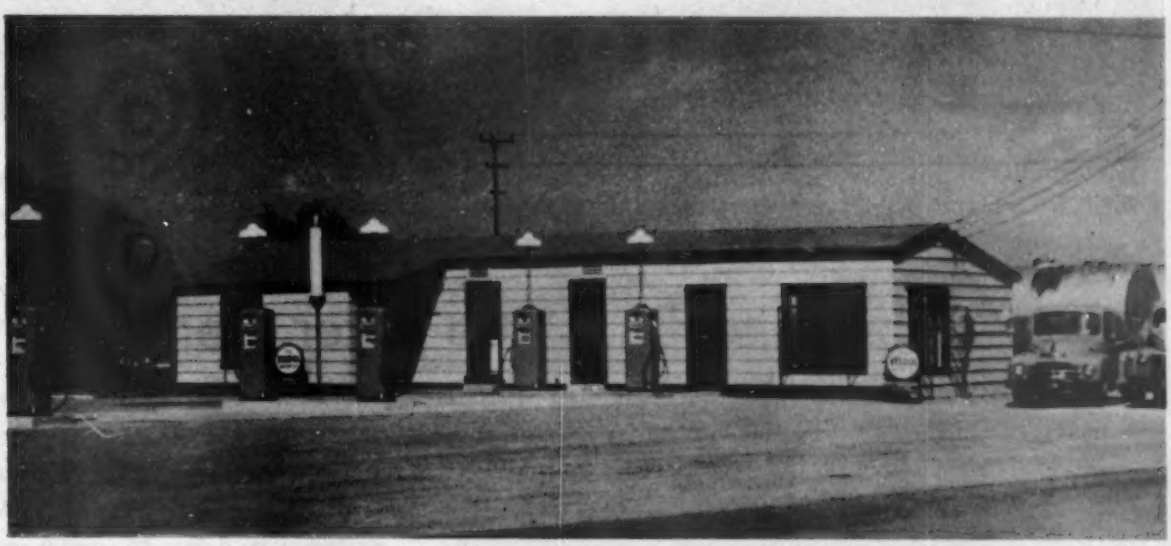
More efficiency is being incorporated into the design of stations as well as more eye appeal. Larger driveways are one of the popular new features of station layouts. This gives stations an open and inviting appearance.

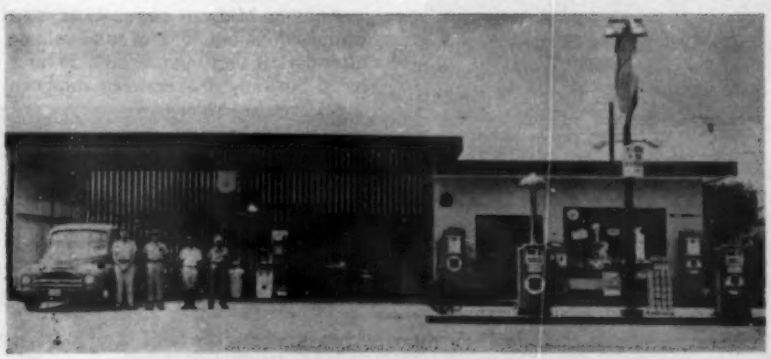
One company is erecting bigger stations with greater working space as well as improved appearance. This company's new stations now have floor plans as large as 24′ x 52′, whereas in the past its largest station was 22′ x 40′.

Several other companies are standardizing even further the architectural design of their stations.

Service Station Building Programs—1953 vs. 1952

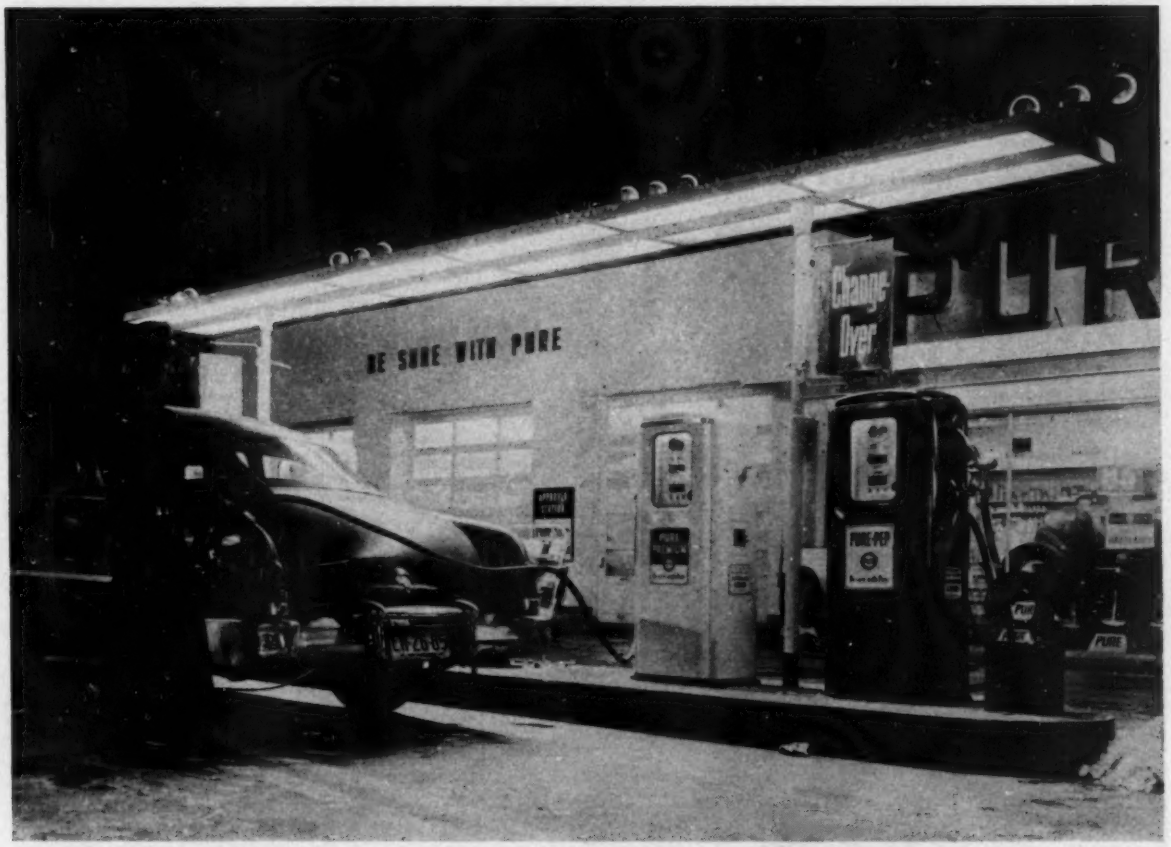
Company	Built in 1952	Already Built in 1953	Total Stations To Be Built in 1953	Amount Spent in 1952	Amount Planned To Be Spent in 1953	Avg. Planned To Be Spent Per Station in 1953
A	216	68	256	$7,018,711	$ 5,801,295	$26,567
B	141	60	250	4,343,000	10,000,000	40,000
Companies Building More Than Last Year						
C	187	79	233	4,565,000	5,900,000	25,321
D	140	125	200	3,500,000	5,000,000	25,000
E	57	72	158	1,705,000	5,000,000	31,645
F	123	46	155	2,600,000	3,800,000	24,516
G	64	92	132	1,588,000	3,760,000	28,484
H	41	34	130	1,500,000	5,615,000	43,192
I	63	44	75	2,271,000	2,535,000	33,800
J	64	6	68	2,000,000	2,200,000	32,352
K	44	(not available)	60	(not available)	(not available)	(not available)
L	24	21	50	732,253	1,500,000	30,000
M	35	12	50	1,650,000	2,000,000	40,000
N	23	17	40	1,375,000	1,980,000	49,500
O	24	26	37	500,000	1,000,000	27,027
P	7	2	11	195,000	252,537	22,957
Companies Building Same Number As Last year						
Q	87	25	87	1,575,000	1,950,000	22,413
Companies Building Less Than Last Year						
R	151	35	85	4,000,000	2,500,000	29,411
S	128	23	75	4,100,000	2,400,000	32,000
Totals	1,619	787	2,152	$45,217,964	$64,193,832	





Building and Remodeling

Cartwright Oil Co., Phillips Petroleum jobber in Pharr, Tex., has been building and remodeling his facilities since the beginning of the year. The company opened a new 48,000-gal. bulk plant and multi-pump station (top) and remodeled one of its existing service stations after it was partially destroyed when a car crashed into it. R. M. Cartwright, owner and manager, reports that he plans to build additional stations in the near future.



STAYING OPEN at night can mean success for an oil marketer's stations, because . . .

There's Money to Be Made After Dark

Does it pay to keep a service station open after dark?

The answer generally seems to be "Yes" if the outlet is located in a metropolitan area—and "No" if it is in a rural section.

There are numerous factors to be considered. These include a good volume of traffic after dark, lighting of the station, the ability to secure competent manpower, and the character of the neighborhood.

To secure figures on the experience of oil marketers on night operation, NPN contacted a number of major and Independent companies. Many of these companies do not have tangible figures, but most of them do have fairly accurate estimates. Some have detailed breakdowns.

The percentage of business after dark ranges from 10% to 40% of all sales. This reflects the varying number of hours stations stay open, the facilities, and the location.

What They Report—One major company says that on busy highways, the night shift from 11 p.m. to 7 a.m. sells about 15% of the total motor fuel dispensed at the station. The ratio of make-up motor oil is about 15%, also with little call for TBA and lubrication services.

Another major's report shows that 24% of its station business is done in the evening.

An Independent says that about 20% of his total business comes in after dark.

A Midwest company gives the following estimate of its nighttime business:

Gasoline and lubes	15%
Lubrication services	3-5%
TBA	7-8%

Another Midwest company says its stations do about 15% of total volume after dark if they operate on a 24-hour basis, but only 8% between sundown and 11 p.m.

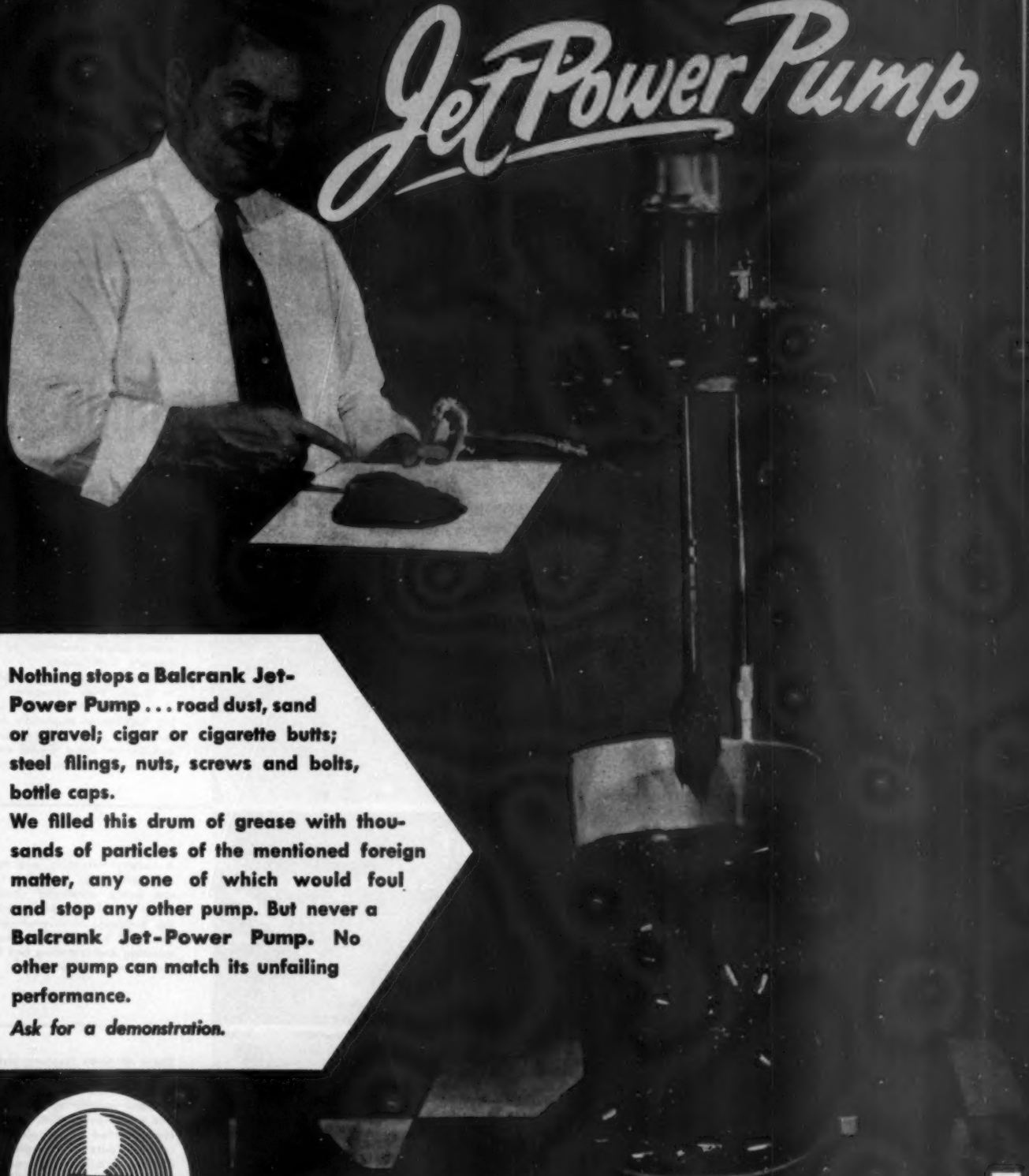
A company's study in two southern cities shows the following night volume:

	Oil Products	Lube Service	TBA
Memphis	10%	10%	7%
New Orleans	7%	5%	3%

An Independent in the Midwest has

Nothing Can Stop a BALCRANK

Jet Power Pump



Nothing stops a Balcrank Jet-Power Pump . . . road dust, sand or gravel; cigar or cigarette butts; steel filings, nuts, screws and bolts, bottle caps.

We filled this drum of grease with thousands of particles of the mentioned foreign matter, any one of which would foul and stop any other pump. But never a Balcrank Jet-Power Pump. No other pump can match its unfailing performance.

Ask for a demonstration.

BALCRANK

BALCRANK INC. #2 Disney St., Cincinnati 9, Ohio

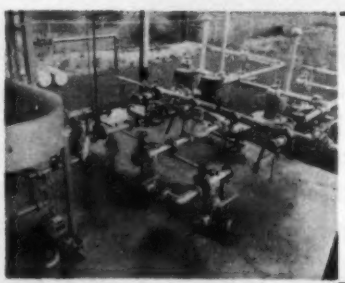
Simultaneous endurance tests can be run on several meters in this maze of pumps and pipes. At right of center is a new 4-in. 650 gpm. Red Seal bulk plant meter through which more than 35 million gallons have been pumped without appreciable change in calibration. Modern meter provers are shown in background.

What Neptune's New Proving Grounds Mean to You

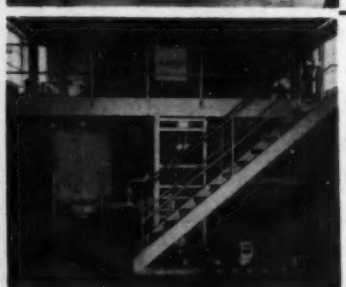
"Proving grounds" for petroleum meters had their beginnings many years ago, when Neptune engineers first devised "round-the-clock" endurance tests. By compressing the long lifetime of a meter into a relatively short time, every detail could be examined quickly and painstakingly for unsuspected weaknesses. Newest step in Neptune's continuing search for improvement is this Test Plant at Wallingford, Conn., capable of challenging the biggest meters made.

Red Seal users have benefited in many ways. For instance, early tests proved that wear . . . and meter inaccuracy caused by wear . . . could be controlled if machining techniques were developed to a higher degree of precision than existed then. The tests guided us in pioneering the required new machining techniques, gauging and quality control. They have helped develop many new materials, simpler, sturdier register mechanisms, high-flow Auto-Stop valves, and hundreds of other tested details. The results can best be summed up in Red Seal's nation-wide record for sustained accuracy and low maintenance.

You can select with confidence Red Seal meters for all your tank trucks and bulk plants . . . for accuracy you can bank on.



Neptune's new Test Plant simulates actual conditions of petroleum bulk plants . . . it's practically a complete bulk plant in itself. With extensive mechanical and metallurgical testing facilities at Neptune's main factory, it gives Red Seal users benefits of finest liquid meter proving grounds in the world!



Accuracy, viscosity, pressure-loss, and other operating tests are being conducted continuously on this equipment inside the building. New engineering data will be helpful to you in selecting and installing Red Seal meters most efficiently.

Thirty of these Neptune testing units are strategically located throughout the country for checking and calibrating tank truck and bulk plant meters. They are supplemented by portable testing equipment. Though they don't serve a "proving grounds" function, they are vital in keeping your meters always on the job.

NEPTUNE METER COMPANY

50 WEST 50th STREET • NEW YORK 20, N. Y.

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CANADIAN FACTORY: NEPTUNE METERS LTD., 1430 LAKESHORE RD., TORONTO 14, ONT.

neptune RED SEAL METERS

had the following experience:

Gasoline and oil	19.8%
TBA	16.5%
Lubrication	3.7%

An Independent in the Southeast says he has maintained an accurate check of gallonage through three service stations. The total gallonages per day for the stations amounted to slightly under 600 gal., and the average sold by the night shift was 99 gal. per night. This gave a ratio of five to one in day business over night.

A large marketer gives a complete breakdown of the business conducted at four of his representative stations. This shows the varying amounts of products sold during the period from Feb. 26, 1953, to March 25. The table below shows what happened.

A West Coast company estimates that 25% of its business is transacted after dark. This is the case where an outlet is so situated that night operation until 11 p.m., or later, pays.

One Midwest company that does not have actual figures on night sales believes night operation is highly profitable, as evidenced by the great majority of stations operating for varying hours after dark, and the comparatively large number of stations finding it profitable to operate on a 24-hour basis.

This company points to the large number of motorists who find it convenient to make their gasoline purchases after work, and the increasing number of motorists who take advantage of this period of day to go "motoring." These facts make it reasonable to assume that a sizeable percentage of the average station business is realized after dark, according to this marketer.

HIGHWAY SERVICE STATIONS with good traffic count at night can make sizable gains in business by staying on the job until traffic thins

A large company operating in the East and Midwest gives the following data on night operation. It is based on an average 15,000-gal. per month station operating between the hours of 6 p.m. and 11 p.m.

Product or Service	% of Total Volume
Gasoline	33.9%
Motor oil	14.6
Lubrication	11.6
Wash jobs	16.7
Other sales and services	4.6
Average, all business	25.4%

This marketer points out that the hours from 6 p.m. to 11 p.m. constitute almost one-third of the hours for an operating day (based on a 15-hour day). Yet only one-fourth of the business is transacted during this time. Gasoline sales are directly related to the number of hours of operation. But the picture for the sales of other products and services is quite different. The sales of motor oil, lubrication jobs, and washes run from 12% to 17% of the total day's business, while other sales and services (including TBA) constitute only about 5% of the total day's business.

Why the Lag—One explanation of the latter fact, this marketer explains,

How a Large Marketer's Stations Fared at Night

	Total Sales and Volume				Percent
	7 a.m.—12 p.m.		7 p.m.—12 p.m.		After Dark
Station No. 1					
Gasoline	20,605 gal.	$6,222	4,420 gal.	$1,334	21%
Lube jobs	143	179	23	29	16
Wash jobs	255	319	2	3	1
TBA*		550			
Station No. 2					
Gasoline	30,343 gal.	$9,224	6,388 gal.	$1,942	21%
Lube jobs	196	245	20	25	10
Wash jobs	187	234	12	15	7
TBA*		499			
Station No. 3					
Gasoline	26,671 gal.	$8,055	6,150 gal.	$1,857	23%
Lube jobs	134	179	23	29	16
Wash jobs	128	160	4	5	3
TBA*		611			
Station No. 4					
Gasoline	39,457 gal.	$11,955	8,071 gal.	$2,445	20%
Lube jobs	357	446	88	110	25
Wash jobs	255	319	2	3	1
TBA*		1,066			

*TBA night sales not broken down, but average is estimated at 15 to 20%.

When They're Open

One major company operating in the Midwest and Southwest did not have nighttime sales figures, but did report on the hours its stations operate.

Average Operating Hours per Day	Per cent of Stations
Less than 12 hours	12.34
13 hours	13.56
14 hours	34.20
15 hours	24.09
16 hours	7.94
17 hours	1.73
18 hours	1.12
19-23 hours	.44
24 hours	4.58
Total	100.00

lies in the tendency of customers not to have their cars serviced as frequently in the evenings as during the day. The facts also suggest another explanation: The dealer of the average station is on the job from 8 a.m. or 9 a.m. until about 6 p.m. After this time, an attendant is frequently in charge. Perhaps the drop in sales of motor oil, lubrication jobs, washes, and other sales and services may partly be attributed to a lack of selling effort due to the absence of the dealer himself in the station.

A southern major states that three dealers who operate stations of sizeable volume say they do from 25 to 30% of their business during the night.

Individual Stations—Another southern marketer gives the following details on night sales at five stations:

Station A—Open until 10 p.m. Accurate records of sales show that 19% of volume is carried on in the hours between 6 and 10 p.m. This is principally gasoline business, with only a few calls for road service or battery service.

Station B—A 24-hour outlet. From 30 to 35% of volume comes in after dark. This is mostly gasoline, with oil and TBA dropping to 20-25%.

Station C—Open all night. About 40% of volume handled after dark. Lubrication and oil sales fall off to about 10%. About 30% of TBA sales are made at night.

Station D—Open until 9 p.m. Less than 20% of business occurs after dark, with little or no TBA or lube sales.

Station E—Open until 9 p.m. Between 5-10% of business is at night, principally gasoline, with practically no TBA or lube sales.

This same marketer also reports on business at seven other stations in widely separated southern areas:

Station 1—Open until 9:30 p.m. A neighborhood outlet. Only 7% of gasoline volume sold at night; 2% oil, TBA practically nil.

Station 2—Open 24 hours. Truck-stop operation. About 25% of gasoline, 10% of oil, and 5% of TBA sold after dark.

Station 3—Open 24 hours. Neighborhood station, but located on a main highway. Gasoline volume after dark is 25%, oil 8%, TBA 5%. TBA sales at night are almost all classified as emergency.

Station 4—Open 24 hours. Volume at night in gasoline is 20%, oil 10%, little or no TBA, except emergency.

Station 5—A 24-hour operation. Truck stop sales after dark amount to 35% gasoline, 10% oil (mostly make-up, few changes and lube jobs), with emergency sales of TBA about 8%.

Station 6 — 24-hour operation. After-dark sales amount to 38% of total gasoline, 30% oil, and 50% TBA. These figures were taken from a March, 1953, monthly report.

Station 7—Open until 11:30 p.m. Gasoline sales after dark are 30%, oil 15%, and TBA 20%.

More in Cities—One marketer operating in the East estimates the amount of business done in stations in metropolitan areas after dark is about 20% of total volume, while in rural areas the figure drops to about 5%.

Another marketer that operates in a large area says a study shows that a 24-hour station transacts 43% of its gasoline business between 7 p.m. and 7 a.m. This company's experience indicates that a station open 24 hours a day does about 20% of its total business between 11 p.m. and 7 a.m.

This same company reports the following:

About 23% of all evening gasoline sales are made from 7 to 8 p.m.; 23% from 8 to 9; 21% from 9 to 10; 16% from 10 to 11 and 17% from 11 to 12 p.m.

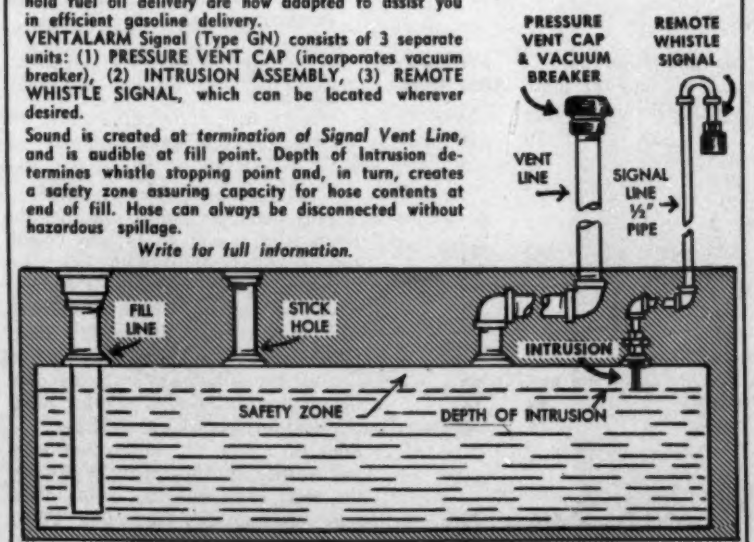
SPEED GASOLINE DELIVERY . . .
ELIMINATE SPILLAGE . . .
ELIMINATE OVERFILLING

The same engineering principles which have made VENTALARM Signal so essential and popular in household fuel oil delivery are now adapted to assist you in efficient gasoline delivery.

VENTALARM Signal (Type GN) consists of 3 separate units: (1) PRESSURE VENT CAP (incorporates vacuum breaker), (2) INTRUSION ASSEMBLY, (3) REMOTE WHISTLE SIGNAL, which can be located wherever desired.

Sound is created at *termination of Signal Vent Line*, and is audible at fill point. Depth of Intrusion determines whistle stopping point and, in turn, creates a safety zone assuring capacity for hose contents at end of fill. Hose can always be disconnected without hazardous spillage.

Write for full information.



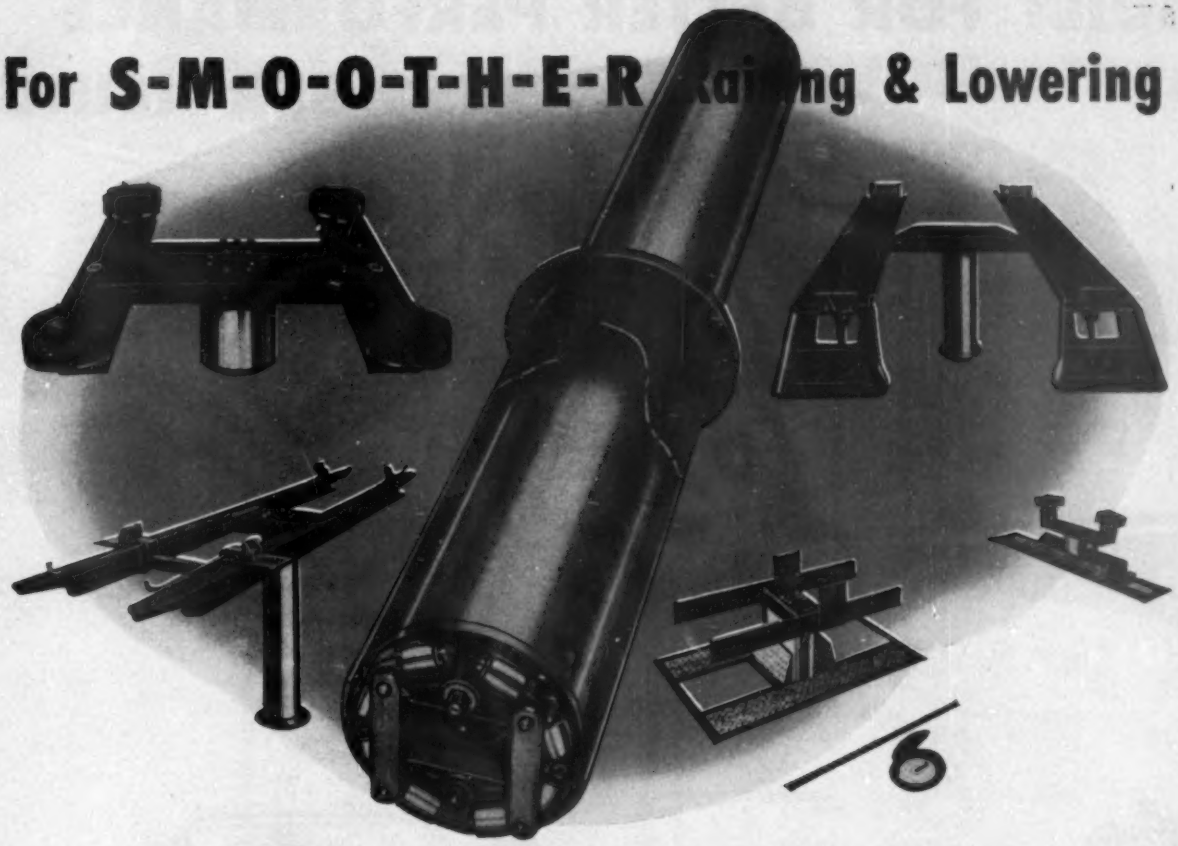
Over 4,000,000 VENTALARM Signals now installed.

SCULLY SIGNAL CO., 79 First Street, Cambridge, Mass.

Choosing Good Sites

The sales impact of good station design can be increased through a wise choice of station location. How oil marketers analyze potential sites will be discussed in a later issue.

For S-M-O-O-T-H-E-R [illegible]ng & Lowering



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U.S. SELF-ALIGNING ROLLER BEARING AUTOMOTIVE LIFTS

They Roll — Won't Bind

•

Maintain Positive Vertical Alignment — Compensate for Off-Center Loads

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Reduce Friction — Use Less Air

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Less Wear on Packing

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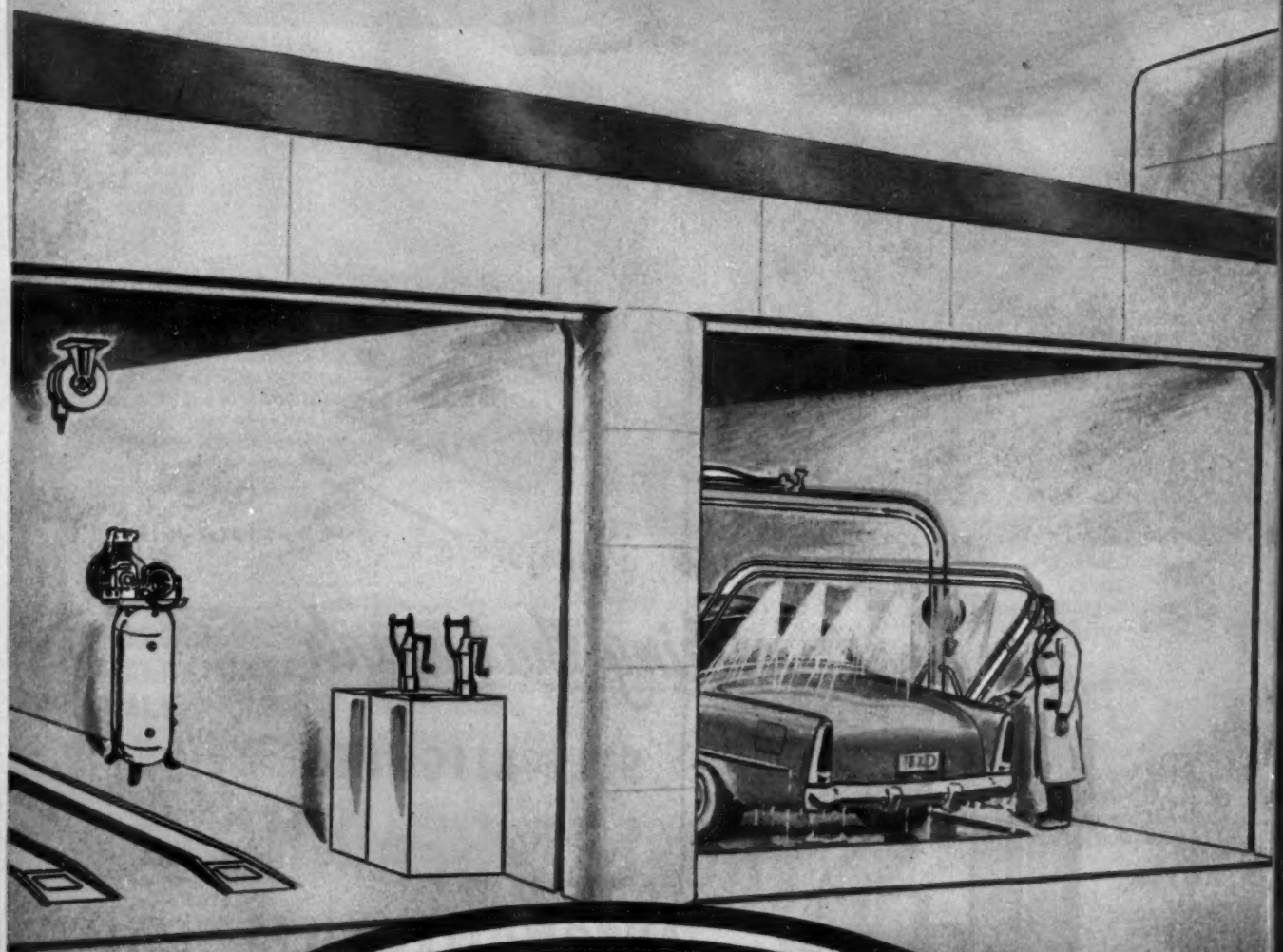
SEE YOUR U. S. REPRESENTATIVE OR WRITE FOR COMPLETE INFORMATION

UNITED STATES AIR COMPRESSOR CO.

5300 HARVARD AVENUE • CLEVELAND, OHIO

BUILT FOR BETTER PERFORMANCE
...LESS SERVICING



Wayne

Station-Engineered Products

Wayne

"STATION-ENGINEERED" EQUIPMENT

ONE HIGH QUALITY...

RESPONSIBILITY... NATION-WIDE SERVICE

PUMPS — Complete line including Wayne Model 500 and Model 80 streamline island pumps for high speed service. Wayne Duo Pumps —the double dispensing island unit with two outlets, for one or two brands of gasoline. Wayne Remotrol Systems for multi-pump remote pumping service. Wayne Truck and Bus Pumps for high gallonage deliveries.

COMPRESSORS — tank mounted, single and two stage compressors, one-third to ten H.P. Smooth, quiet and completely automatic.

HOISTS — single and two post drive on, free-wheel or *frame* supporting type. Sturdy, safe, easily serviced.

HOSE REELS for air, water, oil or grease. Many types—each engineered to exact station requirement.

GREASE & OIL DISPENSERS — complete line of barrel pumps, tank units and dispensers for lube oil, gasoline, kerosene, alcohol and grease.

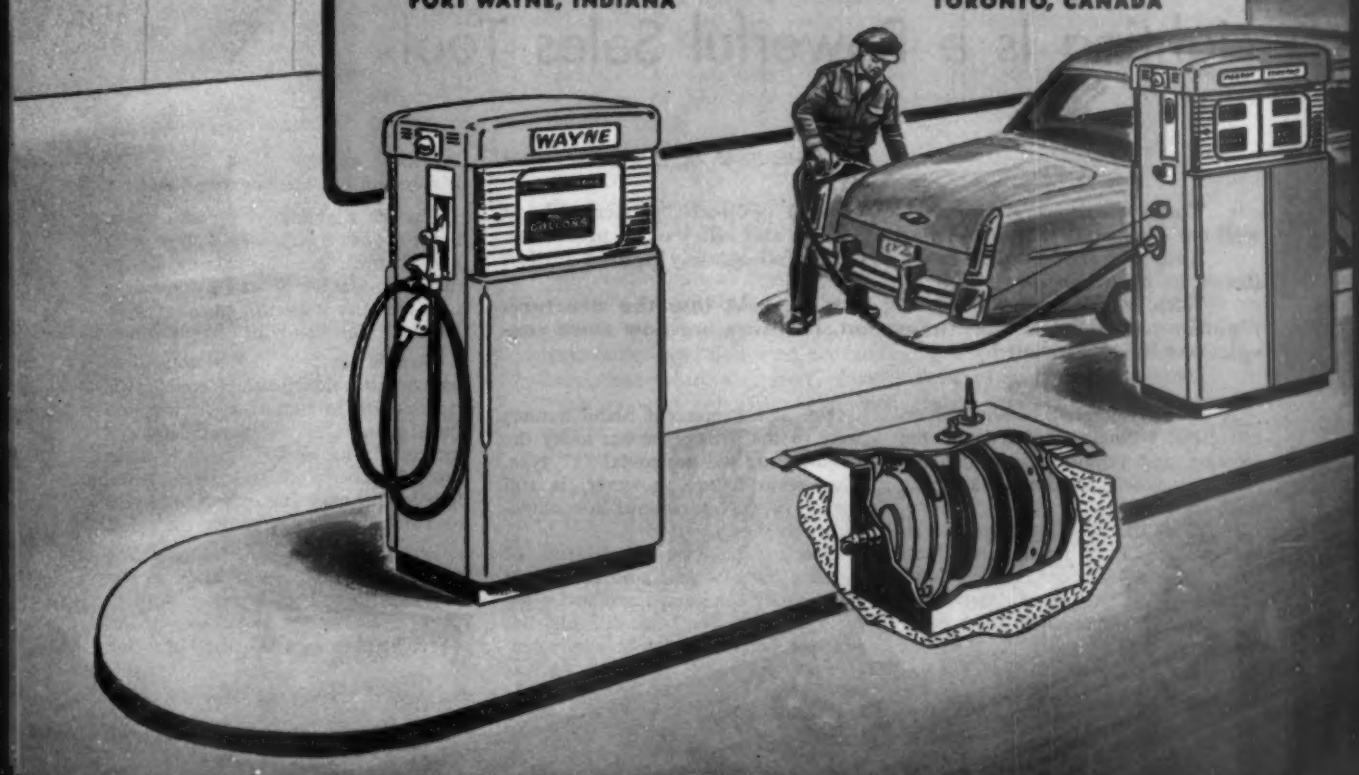
CAR WASHERS — for quick, labor saving car washing. Builds sales —increases profits.

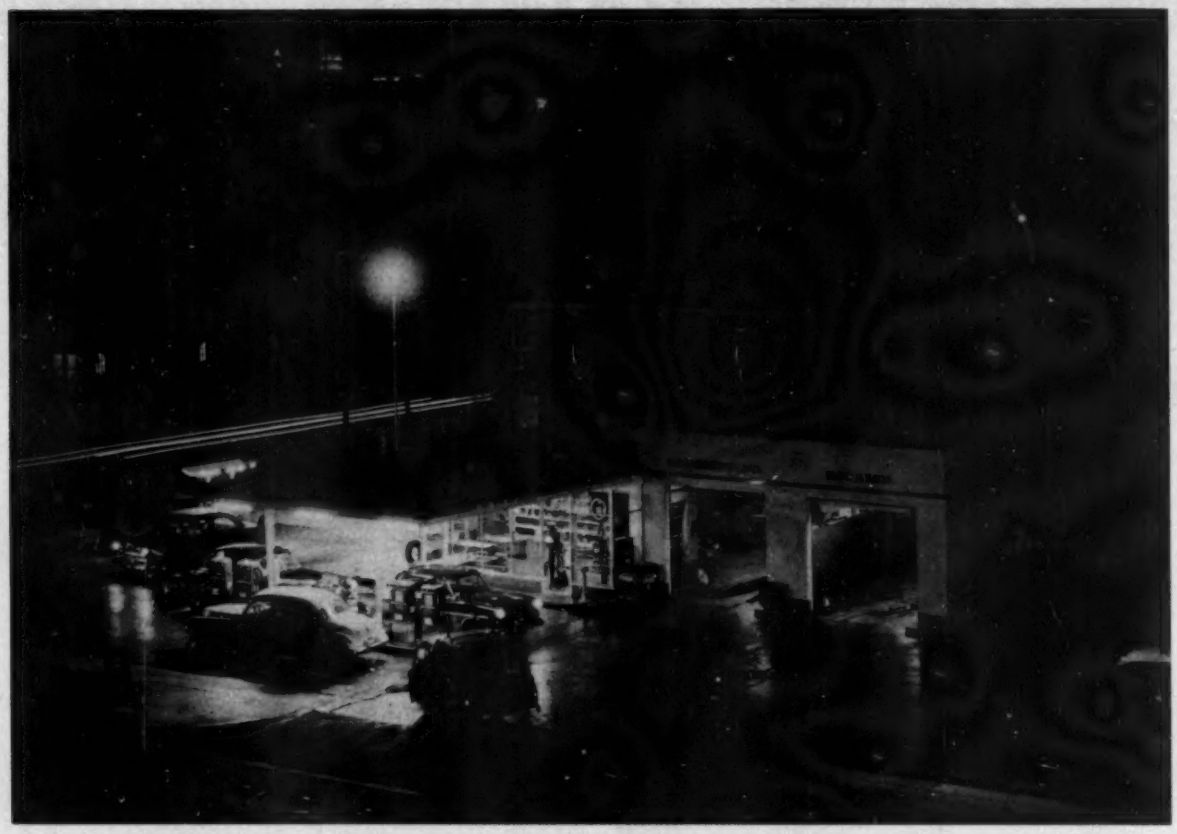
For long uninterrupted service, with no costly delays or replacements, standardize on one "station-engineered" line of equipment throughout—WAYNE.

THE WAYNE PUMP COMPANY

SALISBURY, MARYLAND

FORT WAYNE, INDIANA — TORONTO, CANADA





NIGHT BUSINESS is profitable and can be attracted because . . .

Lighting Is a Powerful Sales Tool

By Charles Boyd, Jr., Equipment Editor

Today's service station, when lighted properly, glistens like a well-cut diamond. It looks clean, attractive and efficient to motorists.

And, important to oil marketers, the adequately lighted station draws in night business.

With architectural ingenuity now brought into the structure, nighttime visibility is more important. Facilities are now more conspicuous by night than by day.

A properly lighted building is an attractive billboard, advertising the location and products, and influencing the customer to come back during daylight.

Probably the most important development in station lighting has been the continuing improvement of fluorescent equipment. These lights start instantly and will work in most every climate.

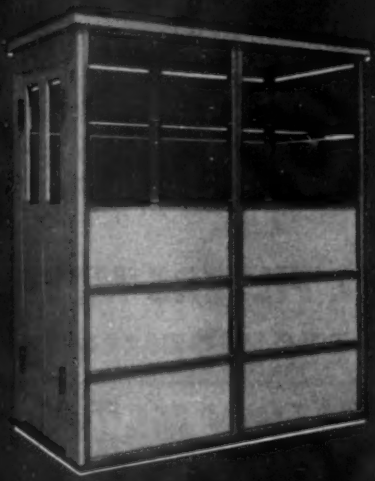
The first fluorescent island fixtures were of the pylon type but today the majority are the horizontal "T" type. The pylon fixture, however, is still used effectively, sometimes in conjunction with the "T" type.

One of the biggest problems of lighting the station island is that of illuminating the pumps and under the hood of a car. The latter difficulty has not yet been completely eliminated, but most modern island fixtures distribute some light under the hood.

Vapor Lighting—Mercury vapor lights are being improved both in color and fixtures. Several lighting equipment manufacturers are experimenting with mercury vapor for use on the island and for flood light applications.

One of the principal objections to mercury was the ghost-like appearance it imparted to motorists driving into the station. This was particularly objectionable to women. Today's bulbs are color corrected, and supplemental fluorescent and incandescent lights also are installed to improve the color.

Some of the oil industry's lighting authorities believe the ultimate in station lighting will be brightness without glare. This would make use of indirect lighting in which the bulbs and



New!

ALL-PORCELAIN

Pump Island

SHELTER HOUSE

Completely Prefabricated
Shipped Knocked-Down or Fully Pre-Assembled

Now you can *move your cash registers close to your customers* and step-up the efficiency of your multi-pump stations with low cost pump island shelters. These economy priced ERIE prefab shelters are porcelain enamel inside and out to end all maintenance, and are designed to give your attendants every protection and convenience needed.

The ERIE Pump Island Shelter House is approximately 3 feet x 6 feet and will fit on or off the average pump island. Note the excellent visibility from all sides and double acting swing doors that give easy access without use of hands. Equipment may include a cash register desk, electric outlet for portable heater or fan, display shelves for oil and accessory stocks and other added conveniences.

BUY the ERIE Pump Island Shelter House either in knock-down kit form for easy erection yourself, or completely factory pre-assembled and delivered as a unit ready to attach to your foundation. Everything you need is furnished either way, right down to the last screw or bolt. Immediate delivery from stock! Write for complete specifications and prices.

Erie PORCELAIN ENAMEL ®

RECOMMENDED FOR...

"OPERATION MS" IS START-STOP DRIVING

most severe of all operating conditions, according to the new service classifications of the American Petroleum Institute. Here's the official A. P. I. statement on oil contamination from start-stop driving: "Start and stop service promotes condensation in engine cylinders and crankcases of water from fuel combustion and also dilution of the oil with unburned fuel; it can promote corrosive wear of cylinders, pistons, and rings, also oil ring plugging, varnish deposits and low temperature emulsion type sludge."

WALKER OIL FILTERS MEET THE EXTRA REQUIREMENTS OF "OPERATION MS"— REMOVING BOTH SOLID CONTAMINANTS AND HARMFUL WATER THAT ENDANGER 9 OUT OF 10 ENGINES

"..OPERATION MS"

(MOST SEVERE)

The American Petroleum Institute classifies everyday start-stop, low-speed traffic idling driving as Service MS, the most severe of all operating conditions. This is the driving pattern of 9 out of 10 of your customers.

Under "Operation MS," the engine seldom really warms up—maximum combustion blow-by creates soots, carbon, lead compounds and the most objectionable of all contaminants, *water in the oil.*

Water in the oil is the chief cause of sludge, most important source of engine operating difficulties. Water in the oil is the source of corrosive crankcase acids, a major cause of engine wear.

Walker Oil Filters are recommended for "Operation MS" (Most Severe) because they remove solid contaminants from the oil . . . *and water, too.* Walker patented *Laminar* construction takes out dust, dirt and abrasives through famous 3-way filtration. And the exclusive *Laminar* filtering material selectively removes water from the oil . . . helps keep the moisture content below the critical "sludge danger zone" . . . minimizes acid wear by absorbing the acids contained in the water removed from the oil.

Walker Oil Filters are designed to protect oil and engine under the most severe of all operating conditions.

No other oil filter more completely meets the *extra* requirements of "Operation MS." No other oil filter more completely meets the needs of 9 out of every 10 motorists.

ABSENCE FROM GLARE is sought in lighting Pan-Am Southern's stations

fixtures will be hidden from motorists' eyes. Obviously, much of today's lighting is designed to cut down glare, and few open bulbs show. The next step apparently will be to hide the fixtures.

DO LIGHTS BOOST VOLUME?

There is little doubt in the minds of most oil marketers that a well-lighted station will bring in night business. Unfortunately, it is hard to determine how much more volume lights add to an outlet.

Oil men and lighting equipment manufacturers cite widely varying figures showing greater volume after a station's lighting equipment is modernized. But new lights are generally a part of a complete modernization or rebuilding of a service station. Therefore, in many cases it is the improved combination which boosts business.

Also, a station has to have a good night business potential to show full results from relighting. Some stations need more light than others to pull in motorists. Outlets on streets with low-volume night traffic are likely to have a low potential regardless of the lighting. Others can stand a full-scale lighting setup because the business is available.

These facts are brought out in a survey of what a service station can sell after dark. A complete summary of the results, published on p. 22 of this issue, shows night business ranges from a low of 5-10% on up to 40% of total station volume.

And these statements are not intended to detract in any way from doing a top-notch lighting job. They merely show the wisdom of determining a station's night potential before figuring out how to light it.

One program of a major oil company gives some details on what lighting can do to boost business. About 100 stations were studied. Half were lighted with efficient modern systems and the other 50 were not modernized. They were all located near the outskirts of towns. The only improvements were in lighting. Gallonage in the well-lighted stations jumped an average of 15%.

Other estimates show increases averaging up to 40%.

In any case, all stations must have light. And generally it costs less in the long run to do a good job than to do a mediocre one. In the first place, marketers expect the lights to improve a station's appearance even in the daytime. The open, streamlined appearance of today's stations will not tolerate old-fashioned lighting fixtures. And this is shown in the architectural planning of both conventional and deluxe stations.

Who Buys Lighting—The top sales executives of both major and independent oil companies have a big hand in deciding how the station will be lighted. They are not interested in who makes the equipment, but they want it to do a selling job at the station. And it means that the end lighting job is not left entirely to architects and engineers as it was in earlier years.

Of course lighting engineers perform an important function in determining whether the equipment is made right, is efficient and does not require excessive maintenance. But that is their main job. The purchasing managers figure cost only and competitive angles.

TYPE OF EQUIPMENT

Oil marketers generally figure the most important exterior lighting job should be done on the pump island and building legends. Next in importance is the illumination of the approaches to the station. Finally, the building should be spotlighted.

Lighting should be increased in a business area where surrounding lights compete, and reduced in suburban areas where backgrounds are darker.

Each type of lighting equipment

You Sell More Oil With SELOIL Because It Gives You

THREE TIMES MORE OIL ON DISPLAY

Average Stations Display 25 Cans, SELOIL Stations Average 74 Cans.

That's *three times* as much Motor Oil on display in SELOIL stations . . . making Motor Oil easier to see, easier to sell, easier to buy.

This triple display power of SELOIL cabinets was proved by a survey of 500 stations. The amount of Motor Oil on display at each station was observed just as your customers see it. All stations were similar in physical appearance . . . except that one group was equipped with SELOIL cabinets. Actual "can-counts" were made.

RESULTS: Stations with SELOIL cabinets averaged 74 cans of Motor Oil on display. Other stations averaged only 25 cans. This means that the SELOIL cabinets increased the value of the Motor Oil display by an average of three times.

A single piece of equipment, the SELOIL cabinet, gives your customer a *mass display* of Motor Oil at all times. The Survey proved it.

To get this Silent Salesman for Motor Oil with special signs and finished in your colors, see your oil company representative or write directly to the factory.

Modern
METAL PRODUCTS CO.
P. O. Box 2489 Greensboro, N. C.

SELOIL LOWBOY MODEL 56 SELOIL DELUXE MODEL 72

INCREASE MOTOR OIL SALES • SPEED UP SERVICE • PROMOTE STATION CLEANLINESS

ILLUMINATION of the pump island at Tide Water Associated (eastern division) stations is accomplished with the use of fluorescent "T" lights. Note the uniform lighting of the service area, and also the office and lube bays

DISPLAYS command attention in lighting formula of Standard of Indiana. Company believes building should appear much more brightly lighted than the yard. However, driveways and pump islands also are fully illuminated

FLUORESCENT FIXTURES under the canopy provide plenty of light on the pumps and in the servicing area of Union Oil of California stations. Interior also is brightly lighted to make full use of equipment and display sales power

UNIFORM lighting of the building is accomplished at this Cities Service station. Horizontal "T" fixtures with spots on top are used at the island. Light concrete pads surrounded with black top make service areas stand out

"HIDDEN" lightng makes the company legend on the building stand out at Standard of Ohio's stations. Neon sign, island "T" fixtures and floods provide illumination for the driveways and building at this station

should perform the specific function for which it is designed. For example, an island light should not be expected to serve as a flood light.

Lighting has a two-fold job insofar as drawing business is concerned. It should attract customers from a distance, and then provide full illumination at close range.

For example, one station operator whose stations had been relighted complained that the light was too dim at the island. Yet at a distance the illumination appeared good. The simple addition of a few floods supplemented the fluorescent island fixtures. Result was top-notch lighting.

Use of fluorescent lamps in conjunction with incandescent floodlights is extremely desirable. Fluorescents intensify the light at very little additional cost; increase the efficiency of operations for which good vision is desired; and increase sales by creating more attractive and better lighted salesrooms, signs and driveways.

Island Lights—There are three general types of island fixtures. One is the fluorescent "T" light; another, the pylon or post fluorescent; and the mushroom. The latter comes in mercury or standard incandescent. All of these fixtures make use of supplemental sealed-beam spot lights where they are needed to remove dark areas and to illuminate the station building.

A new type of fixture for islands and other uses is under experimentation and some have been installed. This is a color-corrected mercury vapor light.

Flood lighting fixtures are available in a number of types. The old-style open flood fixture is inexpensive and efficient. But the sealed fixture has the advantage of being more efficient as it ages, mainly because it is easier to maintain since the reflector does not become soiled. These fixtures use incandescent or mercury bulbs.

Then there are the popular sealed

beam fixtures and bulbs. These are used in multiple units as they can be directed to reduce dark areas by directing them to any desired spot. Some oil men and equipment manufacturers recommend them because most of the light remains if one bulb burns out. In single units everything is dark until replacement is made.

Other experts disagree, saying that this type of equipment is not as efficient. But both types seem to have a specific job to do and should be used for the purpose intended. Both are acknowledged to give good light.

Signs generally are lighted with spots or with conventional bulb and reflector.

Interior lighting is just as important as exterior. In effect the sales room is a large showcase, and should be treated as such, the principal element being the specially illuminated background display extending the length of the sales room. By the same token, the rear wall of the lubritorium should display colorful "A" signs, station products, lube equipment, and other well-lighted displays with sales value.

Most station interiors are illuminated with fluorescent fixtures—particularly in the sales room and lubritorium. In addition, incandescent bulbs are used for supplemental lights in servicing areas. Some lighting equipment manufacturers have designed special fixtures for under-the-lift illumination of cars. Of course these should meet safety standards.

Restrooms are lighted with fluorescent or incandescent fixtures.

Special displays generally are lighted with spots.

Speaking generally, fluorescent lights are used on the island and inside the station. Floodlighting is accomplished with sealed beam, ordinary incandescent or mercury vapor. The latter has the advantage of efficiency and good light distribution.

However, care must be used in so far as color and its effect on oil company color recognition is concerned. Also it costs more to install mercury vapor, and ballasts are bulky and weight about 35 lbs.

in October 24 Saturday Evening POST is one of a series of big ads promoting your sales of Warner Radiator Cleaner and other famous Warner Radiator Products this fall.
KEEP IT CLEAN!
Only a clean radiator is ready for anti-freeze and safe winter driving
It's cleaning time for your car's cooling system!
Remove rust and oil muck now, safely and surely, with Warner Radiator Cleaner. Then add a can of Warner Liquid Solder to repair and prevent leaks and avoid loss of anti-freeze ; non-metallic, deposits tiny fibers to repair leaks throughout the cooling system.
Radiator rust and oil muck rob you of efficient car performance, eventually cause costly damage. Keep your cooling system clean the Warner way. Ask for famous Warner Radiator Products at your service station or auto supply store.
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RADIATOR CLEANER
Removes Rust, Scale, Oil Muck
WARNER-PATTERSON COMPANY • 920 SOUTH MICHIGAN AVENUE, CHICAGO 5, ILLINOIS
Warner-Patterson Company of Canada, Ltd., 191 Queen St. E., Toronto

HOW MUCH LIGHT IS NEEDED?

Lighting requirements at stations vary widely. Location, size of lot, type and color of building, type of driveway—concrete or black top, and business potential, enter into the decision on how many watts of illumination are needed.

Each lighting fixture has a definite light pattern. It distributes or concentrates light according to its design. This factor makes it necessary for proper placement of each piece of equipment.

The lighting equipment manufacturers know what each fixture will do, and it is important for oil marketers to secure this data before deciding on what to buy.

The engineering departments of some major oil companies have become more conscious of lighting and have worked out patterns to scale on various fixtures. This helps map lighting arrangements on the drafting board.

Although there are differences of opinion on the amount of light needed in specific areas at a station, the following minimums are set by some lighting authorities:

10 foot-candles on the building.
5 foot-candles on drives.
3 to 5 foot-candles on approaches.
10 to 20 foot-candles on ground around islands.

As an example of how the various lights provide illumination, one equipment man gives data on the PAR (sealed beam) 38, 40 and 56. The PAR 38 is 150 watts and useful only up to 40 ft. Top efficiency is at 20 ft. The PAR 40 is 300 watts but still has about the same pattern as PAR 38 but gives more light.

The PAR 56 is 300 watts. At 90

Oil

to boost your sales...

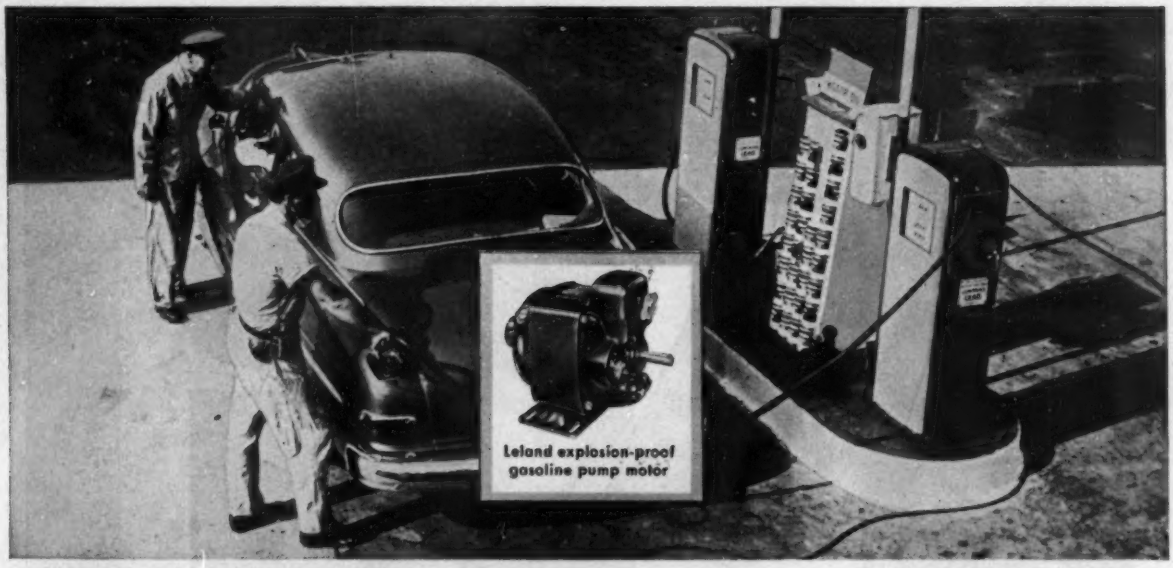
Increase your profit possibilities with a complete line of quality motor oils. You can keep ahead of the parade with an Ashland or Valvoline brand for every class of trade. Write for information about the Ashland Oil merchandising program built around the "Flying Octanes" brand of gasoline — or your own private brand — including a complete line of motor oils and greases.

ASHLAND OIL & REFINING COMPANY

Home office: Ashland, Kentucky

ALTON, ILL.—2616 E. Broadway; BUFFALO, N. Y.—800 Ellicott Square; CINCINNATI, O. —1402 Federal Reserve Bank Bldg.; CLEVELAND, O.—Standard Bldg.; EVANSVILLE, IND. —2500 Broadway; FINDLAY, O.—P.O. Box 210; LOUISVILLE, KY.—3005 Dumesnil; NASHVILLE, TENN.—5 E. Main; PADUCAH, KY.—R.R. No. 4; PITTSBURGH, PA.—711 Park Bldg.

The Independent Brand for Independents



Look to LELAND— when hazardous atmospheres call for Explosion-Proof Motors!

The name LELAND is synonomous with dependable, safe electric motor performance—particularly in the distribution and sale of volatile petroleum products.

It is no accident that Leland, during the past 30 years, has supplied more motors for the powering of gasoline dispensing pumps than *all other manufacturers combined.*

Building motors of superior quality and performance, and providing close engineering liaison with its customers are policies that have been consistently maintained by Leland. As in pioneering the curb gas pump motor design with the Underwriters' Laboratories and leading pump manufacturers, Leland has worked with many other manufacturers. The emphasis is still on quality design and superior fabrication of motors—open, totally enclosed, or explosion-proof—standard or special.

A recent Leland development is a low voltage DC explosion-proof motor for power hose reels on trucks handling inflammables and volatiles. These are now widely used on airport fueling and crash trucks, gasoline and fuel oil delivery trucks, etc. Other examples of Leland's *creative electrical engineering* are contained in Bulletin P102-A. May we send you a copy?

The LELAND ELECTRIC Co.

DAYTON 1, OHIO

Div. AMERICAN MACHINE & FOUNDRY COMPANY, New York

In CANADA, Leland Electric Canada, Ltd., Guelph, Ontario

amf products ARE BETTER...by design

ft. it puts 10 foot-candles on an 18 ft. by 10 ft. elliptical spread. This light is not good under 50 ft. as the spread is too small for flood lights, in the opinion of the equipment man who made the study.

Another marketer sets foot-candles of illumination as follows:

Surrounding Area

	Un-lighted	Medium Lighted	Brightly Lighted
Building walls	8-6	10-8	16-12
Pavement at islands	20-10	20-10	30-20
Yard pavement ...	2-1	3-2	4-3
Curb cuts— approaches	3-2	4-3	8-6
Under canopy (if canopy)	20-10	20-10	8-6

As for the station interior, one of the leading lighting equipment manufacturers says the sales room should have fluorescent fixtures. Surface-mounted, three or four-lamp units are recommended. And four of these units are needed for a 12 ft. by 12 ft. area.

The lube bay needs about one-half the illumination required in the office and sales room, or about 20 to 30 foot-candles. Fluorescent ceiling lights are recommended by one manufacturer. And these should be located about three feet from the walls so a car does not obscure the light.

Reel-type extension lights are used at most stations for under hood and under lift illumination. However, there are special under the lift lights for permanent installation. All lights used around motor vehicles should be explosion proof for maximum safety.

HOW MUCH DOES EQUIPMENT COST?

The cost of lighting a station varies according to the amount of illumination needed. Some marketers are no longer considering lighting equipment as a part of the building costs. It is figured separately.

Often light fixtures are added later because they can be figured as a tax deduction if installed after the building is completed and the station opened for business.

One equipment manufacturer estimates that adequate island lighting can be installed for a minimum of about $150 to $200 per island for small layouts. This rises to $300 to $500 for multi-pump islands.

An oil marketer places the cost of a complete electrical wiring system at the average station at from $2,200 to $2,700.

Other cost estimates run from a low of $600 for a small, one-island outlet

SERVICE AREAS should have enough light to satisfy the customer and the station attendant. Socony-Vacuum uses Horizontal "T" lights with spots on top

NEON SIGN has stopping power at this Tide Water Associated (western division) outlet. A bright level of illumination is provided in servicing areas

BUILDING and its legends are highlighted at Texaco stations with a battery of spotlights on top of island "T" fixtures

ISLANDS are illuminated with post-type fluorescent fixtures at Sinclair station. Floodlights and spots complete the lighting

NEIGHBORHOOD station of Ashland Oil & Refining uses mushroom island fixtures. Top spots are directed at building

STATION INTERIOR as well as the pump island receive plenty of illumination at this Pure Oil outlet

up to a high of $2,700 for a complete lighting setup at a large station.

Oil marketers, of course, have to consider the business potential, the cost of power and the surroundings to make an accurate estimate of the amount that should be spent on lighting. Obviously, the larger the station layout, the greater the cost.

Electrical power consumption will run from $25 to $55 and even more per month. This depends on the number and size of the lights, the cost of the power, which varies in different areas, and the hours a station is open.

Maintenance cost also varies widely. Some marketers estimate average upkeep runs as high as $15 per month. Others say this cost is as low as $3, with a number reporting $5 per month. Here, again, it is important to buy good fixtures which will operate efficiently. Otherwise maintenance will soon eat up any original savings.

IS ANY LIGHTING 'PERFECT'?

Many oil marketers do not believe there is a "perfectly" lighted service station today. However, great strides have been made in making lighting equipment more efficient and effective. Whereas it used to be for lights only, today's equipment is a powerful sales tool.

A number of marketers have one or more persons assigned primarily to the study and improvement of station lighting. Most of this personnel works with the marketing or sales department.

The following highlights sum up the thinking of several oil companies on the subject of "perfect" lighting:

Pan-Am Southern—The "perfect" lighting installation would have the following characteristics:

—Absence of glare.

—Uniform illumination of the exterior of the building and absence of shadows.

—A driveway illuminated so that the highest intensity centers about the pump island and falls off evenly toward the approaches.

Standard of Indiana—Basic lighting aims should be as follows:

—Building should stand out and appear much brighter than the yard.

—Pump island should be the next brightest location.

—Corners of approaches should have sufficient light to enable drivers to locate curbs and approach with ease.

—Balance of yard should be kept to a minimum to gain greatest contrast at the points mentioned above.

Tide Water Associated (eastern division)—There has been a pronounced trend in the recent past toward the concentration of greater intensity of light at the point of sale, i.e., the

island. We are in entire agreement with this development. It also is important that the face of the building, decorated as it usually is with identifying company insignia, be well lighted by spot or floodlights.

Atlantic Refining Co.—"Perfection," in our opinion, would be indirect fluorescent lighting for the following reasons:

—Less power consumption per unit of illumination.

—The whiter colored light is more attractive than incandescent.

—The fixtures do not get as hot, therefore less problem from discoloration, maintenance, etc.

—Less glare in the eyes of passing motorists and neighbors.

If such lighting could be obtained for a reasonable cost we would consider it "perfect" from every angle.

Esso Standard—The "perfect" station lighting layout is one that attfacts the greatest possible number of customers to the station and then permits the operator to adequately furnish the services which the customers require, including the sale of TBA.

Prospective customers must be attracted to the station from as great a distance as possible. Generally the identification sign is the first indication to the motorist of the presence of the station and, therefore, should be adequately lighted. The internally illuminated, plastic sign accomplishes this to the highest degree. A good neon sign properly located also is a consideration.

If the layout is such that the building is in a prominent position, the structure, properly spotlighted to produce a high degree of light intensity, will tend to attract attention. It also will cause a certain amount of reflected light on the driveway.

Of course, the island area should be the most prominently illuminated area.

After the customer has been attracted, access into the station must be simplified. Properly lighted entrance ramps are important.

Driveways generally do not require too much light although the area between the entrance ramp and the island area should have a fair amount of illumination.

Gulf Oil Corp.—A "perfect" station lighting layout in our estimation is one in which the pump island area has the highest intensity of light, following which the building would have second consideration, and the general driveway area the third or least lighted area.

At the average location where there is some competitive lighting, an average intensity of light should be about 12 to 15 foot-candles in the immediate area of the gasoline pumps, approximately 8 to 10 foot-candles on the surface of the building and 4 to 6 foot-candles in the general driveway area.

Skelly Oil Co. — This company doesn't believe there is a "perfect" station lighting layout. There are too many different ideas on lighting at stations. Good and bad lighting is predicated on foot candle measurements and there are many opinions on what this should be. Light fixture manufacturers and lighting engineers would never be able to agree that there is only one way to light a station perfectly.

We don't consider our stations to be perfect in terms of the utmost in lighting, but in weighing the various factors involved, we think we are getting a pretty good job done.

Lion Oil Co.—"Perfect" lighting layout consists of average interior lighting equaling 1,500 to 1,800 watts, average outdoor lighting 4,500 to 5,500 watts.

Standard of California—Our theory is basically to concentrate on "front end" lighting. This starts with the "stopping power," which includes spotlighting and neon on the signs. Next is ingress—we use floodlights to illuminate approaches and yard areas. Fluorescent fixtures are used under the canopies, at the pump blocks and in the station buildings to light the operating and merchandising areas.

General Petroleum—A perfect station lighting layout is one that enables the dealer to work, attracts customers, and is economical enough for the dealer to afford. We are striving to reach this goal.

Socony-Vacuum—The station is perfectly lighted if the motorist realizes that service and supplies are available, and if the operator and customer have sufficient light. The building should have uniform floodlighting starting at about 4 or 5 foot candles. Light over the island should suffice for the sale of products, and the area occupied by a car should have an average of at least 4 foot candles. The motorist should have enough flood lighting about the yard to drive safely through. Lighting should average at least 15 foot candles in the lubritorium and 20 foot candles in the sales room.

Phillips Petroleum—Generally we believe "perfect" station lighting should highlight the station building to distinctly set it out from surrounding property, should provide at least 20 foot candle lighting intensity at the island, and should provide adequate approach lighting.

This may include boundary lighting at the more desirable locations. There is no question that mercury vapor lights provide greater light efficiency per dollar operating cost, although their color rendition is considered undesirable by some.

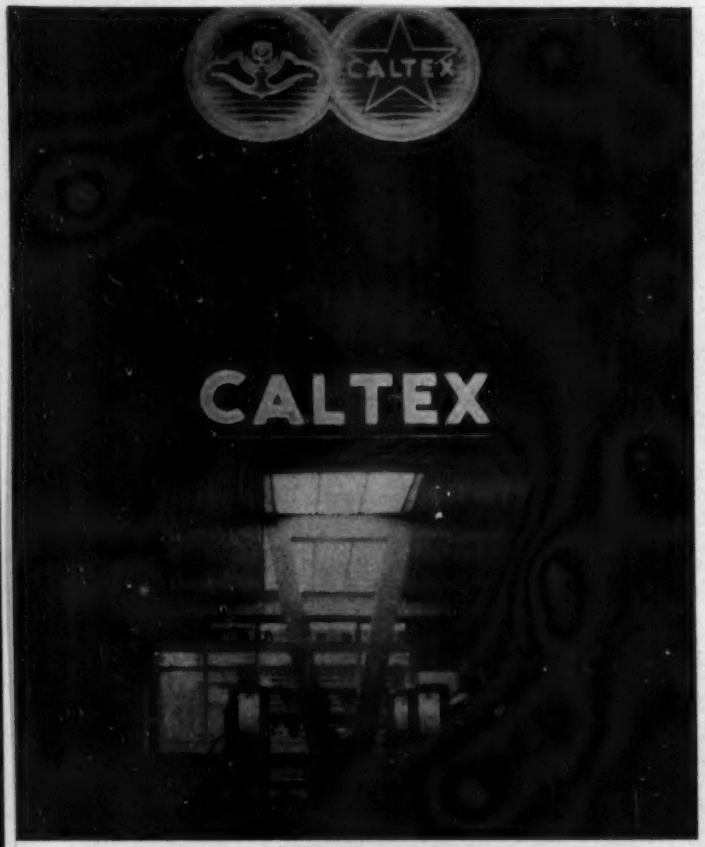
SUMMARIZING

A primary goal of station lighting is to bring motorists into stations after dark. But the layout must not be too costly for the dealer who foots the power bill.

Next, the motorist's attention is spotlighted to the island and station salesroom by more intensive lighting.

Finally, lighting should provide safety for the motorist in driving through the station. And there should be plenty of illumination for the station man to do a quick and thorough job of servicing, both at the island and in the lubritorium.

SERVICE AREAS, both inside and out, are brightly lighted at this General Petroleum station



STATIONS

'Round the World

Oil marketers overseas have borrowed many ideas of station design from the U.S. Lack of space and building restrictions often hamper their efforts to construct modern outlets. But the foreign marketers are pushing modernization programs, and many of their outlets compare favorably with those in this country.

The stations shown here are typical of what affiliates of U.S. major oil companies have done to attract foreign motorists.

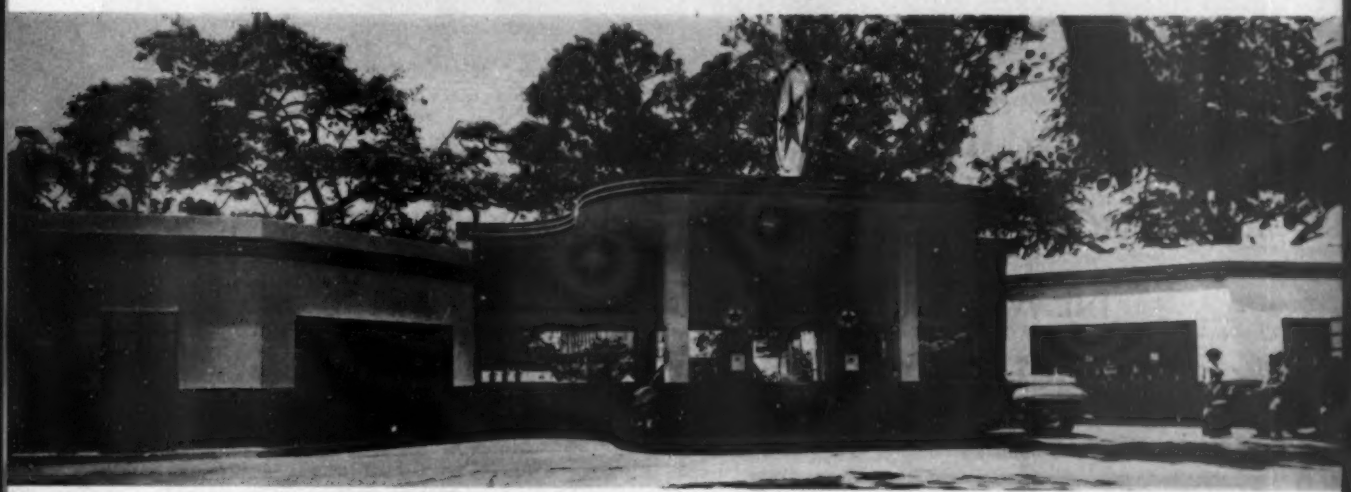
JAPAN—Station in Toyko (left) bids for night trade

GERMANY—Openness features Hamburg outlet (below)

DENMARK—Conventional Station in Herning (bottom)

HOLLAND—Remodeling spruced up station near Hillegom

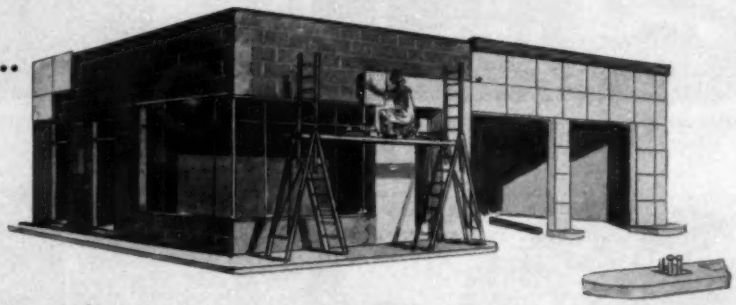
HOLLAND—Station at The Hague has indirect lighting



INDIA—Bombay station has canopy to protect against hot sun, plus prominent showrooms

BELGIUM—Long, narrow driveway helps overcome space problem at this station in Anderlicht

"Dressing-up" a station
or building a new one...



The Best Material for MODERNIZATION or NEW CONSTRUCTION is ING-RICH **PORCELAIN ENAMEL**

ING-RICH PORCELAIN ENAMEL SIGNS

sell the world's best-known brands of gasoline

Wherever you go, you will find the name ING-RICH on signs advertising gasoline. A few regular users of Ing-Rich Signs are shown below.

You can have a most attractive service station, with maximum durability and economy when you specify ING-RICH PORCELAIN ENAMEL. It is readily applied over existing structures, giving the station a completely new, modern appearance. For new buildings, Ing-Rich Porcelain Enamel panels are quickly erected, and provide an attractive, easy to clean, durable exterior at minimum cost.

You can be sure of highest quality and complete satisfaction when you specify Ing-Rich, for this firm pioneered the use of Porcelain Enamel for gasoline service stations, and is today a leader in this field.

INGRAM-RICHARDSON MANUFACTURING COMPANY
BEAVER FALLS, PENNSYLVANIA

ATTENTION-GETTER, designed for the location, is a feature at this outlet because . . .

Better Signs Boost Station Volume

By Frank Breese, NPN Staff Writer

Signing has become a high-priority project in many oil marketing departments—and probably more so on the West Coast than anywhere else. There, marketers no longer consider signs an incidental task of sticking up a neat emblem or arranging for some attractive lettering. Nor as a simple matter of constructing a gigantic sign.

This problem of identification, as dealt with in the Far West, merits the attention of marketers across the nation as stations everywhere come in for more of the "full treatment" on signs.

Rolling along the open-desert Highway 66, from Arizona into California, a tourist suddenly sees dazzling lights ahead. Miles before he can discern the letters, he can tell by the colors that the lighted sign ahead identifies a service station.

Along divided U. S. Highway 40 from Sacramento to San Francisco, a motorist is notified by a huge sign that his favorite brand station is a quarter of a mile ahead. Seconds later, he sees the station set back from the highway, and attached to it another mammoth sign certifying the location.

Signs aren't new. So what's so important about them now?

Three trend events have accentuated the importance of signs in station identification:

1. Growth of superhighways. Frequently, stations on these thoroughfares are hard to see unless they're well-labelled, easily visible.

2. The self-service. King-size signs were fixtures at the original serve-yourself stations and later appeared at major and Independent multiple-island stations.

3. The trend away from canopies in the West. Canopies served an imporant function of identification. So marketers are spending part of the money saved on canopies for signs.

There is no formula for good signs. Marketers generally believe that each station has to be dealt with separately; and past experience is invaluable.

Signs are worth the time and expense involved as these two examples show:

In the San Joaquin Valley of California, one station's night business increased 7 to 9% after big signs were installed.

At another location, a large sign was blanked out three days while it was being prepared for painting. Volume dropped 400 gal. a day until the sign was returned to duty.

City and Country Stations — City and country stations have slightly different sign problems.

The majority of downtown and neighborhood stations do not carry large signs. Small, hangout signs to identify them are usually enough. They do not have the problem of giving the motorist a long time to slow down on the highway. But competition from massive and spectacular signs of other types of business has compelled marketers to seek signs that will stand out in the forests of boards and constellations of lights that confront the motorists.

Big-sign development in the West has been mainly at highway stations and stations on heavy-traffic streets.

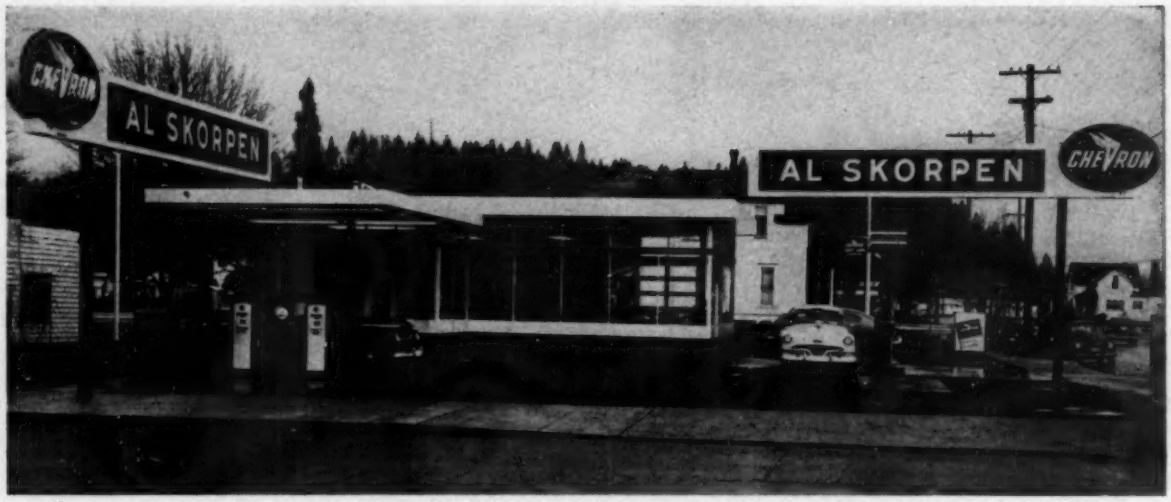
ELEMENTS OF GOOD SIGNS

Several elements enter into good signing; visibility, size, type, shape, message, cost, color, lighting, location, materials and construction. Attempts to combine all those elements to optimum advantage have led merchandising and operational men to try an infinite variety of experiments at a cost of many thousands of dollars.

Visibility—This is an all-important consideration for the sign is worthless if it can't be seen.

A marketer who has spent years studying the problem summed up the requirement this way:

A sign has to be placed so a motor-



DEALER'S name is played up at this neighborhood station. Long sign ties island area to station, replacing canopy which has been dropped on many stations. This one has canopy over driveway on one side only

ist can anticipate his need, slow down and turn in. This is most important on limited-access highways.

He cited the case of a big sign that had been placed just beyond a station. Motorists repeatedly overshot the entrance. When the sign was moved in front of the station, motorists could see it long before they got to the station.

Station entrances on limited access highways are sometimes hard to find. Marking them for motorists is important enough to justify a special sign.

Visual obstacles create another problem—how to give the motorist an unobstructed view of the sign. It is common to take pictures of a proposed sign site from various angles and distances. This detects obstructions that the eye misses on the spot.

The best time to shoot pictures is when trees are in full foliage, comments an expert. A sign can be blocked out by a leafy tree that passed unnoticed when it was bare-limbed. Telephone poles and power poles are other common obstructions the planners try to avoid.

One company said its minimum visibility requirement is 400 ft. (the average block is about 300 ft.). It prefers to have more than that when possible.

There is no accurate limit as to the greatest distance a sign can be seen. Some have been sighted from 8 to 10 miles away, according to claims. One operations man reported a visibility range of three miles for a station located along a superhighway on a flat, extensive plain. He regarded that as unusually effective.

Size—A sign can be too big.

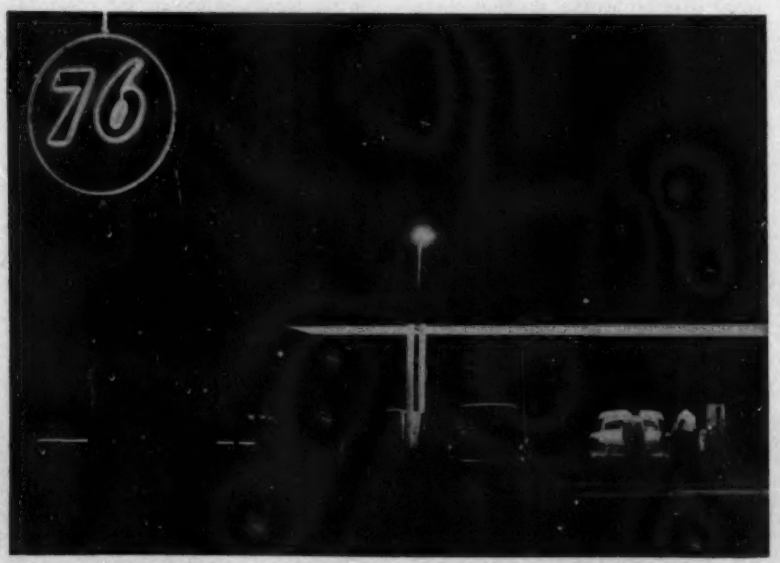
During the early days of experimentation, station-builders tried erecting signs larger than the competitor's—that was the main goal.

This resulted in some monstrosities. Mammoth signs destroyed the appearance of many stations, and thus completely offset the identification benefits of the sign. Disproportionate signs can dwarf some stations, make others look top heavy.

Another disadvantage was that outsize signs often drew criticism as being offensive to good taste. Overgrown signs can also cause construction problems and run into heavy costs.

The right size for a sign may be dictated by several factors—the best location for the sign, its position in relation to the station building or pump islands, the size of the lot, and the overhang.

There is no arbitrary figure that labels a sign too big. Here are the sizes of giant signs being used extensively by three different companies: 6 x 24 ft.; 4 x 20 ft.; and 6 x 31 ft. Each bears only the company name or symbol or both. These are not necessarily the accepted size-limits, but are current maximums for those companies.



NEON SIGN at a Union oil station stands out smartly when lit

Type—The most simplified type of

SHOWMANSHIP LIKE THIS helps attract the public's gasoline dollar. The giant mannikin and mammoth sign is used by Standard of California to draw customers to a station where competition is hot, Wilshire Boulevard, in Los Angeles

sign is invariably the most effective, most oil men say.

Animated signs have found little favor, although there are many in action. A partial exception is the use of flashing lights. This device is used on some oil company signs, but not as extensively as other types of businesses.

Oil men have tinkered with animated signs in their quest for signs with "stopping power" but there's not much experimentation in that phase at present. One major installed revolving globes at a few of its stations but later discarded them.

"Signs can be too ornate and too tricky," declares an experienced retail marketer. "When they're ornate, they're usually too cluttered up; and when they're animated, they're too tricky."

The fewer signs, the better, according to the majority of major company officials who have studied "signing." One company won't permit any other signs on the pole supporting the identification sign.

"When there are a lot of variegated signs, it makes a station look junky," asserts a merchandising specialist.

This attitude runs counter to the thinking of the head of a string of Independent stations in Los Angeles Basin. "There shouldn't be any vacant spaces around a station," according to this merchant's philosophy. "A customer's eye is going to stop some place in the station. Better that it stop on some reading or some merchandise. If it stops on a vacant spot, it doesn't sell him anything."

One company has devised a sign with slots for inserting letters, spelling the dealer's name. Although the sign costs 10% more, the oil company figures it will save 80% when there is a change in dealers because they will only have to change the letters.

Another type of sign making its apperance is the changeable text sign. Unlike straight *identification* signs, it is an advertising medium. Part is used to identify the company, and the remainder plugs some special offering. Big mature is that the text can be changed easily. It is a variation of the original theater marquees.

Shape — Rectangles are the most prevalent shape for large signs. Oval and circular shapes are very popular for secondary signs and those used at city stations.

It is quite common to see the smaller secondary sign at the corner of a site and the larger sign attached to the office building or pump blocks.

Experimentation now is mostly in proportioning rectangles. Among the majors, signs of oblong shape have been discarded as unsatisfactory.

Oblong signs are still popular with Independent operators, however. That's because they often use the sign for advertising while the majors confine theirs to indentification.

Message — Preferably one word. And the shorter the word, the better. One short syllable is ideal.

Impact is the goal of identification signs, and brief ones produce greater impact.

Symbols, long identified with product advertising, are being pointed up more than ever before. A merchandising expert declares they yield more impact than words, when they are well known. Consequently, these symbols are numerous throughout the West.

The majors use signs mainly for identification and not as a place to carry sales messages. With most private-brand or non-major outlets, it's different. The main purpose of their signs is to call attention to some attraction that might lure customers in —price, premiums or some special offer, like a car wash for 99¢ with 10 gal. of gasoline.

Even so, the most effective ones are the concisely-worded signs which tell their sales message briefly.

Some majors have included the word "service" or "fast service" on large identification signs so motorists won't confuse their multi-pump stations with self-serve stations of similar appearance.

COST AND CONSTRUCTION

They can be expensive. The range is from $175 for small plastic hangout signs to $7,000 (a sign and price the company isn't going to repeat). A common figure for primary signs is $2,000.

Costs are governed by materials, lighting, size, and construction. Construction costs and upkeep render large animated signs uneconomical except for rare circumstances which can justify the expense. Kilowatt consumption can be enormous; and bulb replacement, an endless expense.

A reflective panel sign may be priced at $2,000. The same sign will

YOU POCKET THE PROFITS

WHEN YOU BUY GARAGE EQUIPMENT AT KRW's FACTORY-TO-YOU PRICES!

Getting the best automotive service equipment at lowest cost is just sane business! That's why it'll pay you to order yours direct from the K. R. Wilson factory. The world's oldest manufacturer of garage tools and equipment, KRW has been the leader in the automotive equipment field for 35 years. And KRW products are sold direct from the factory. You save the middleman's profit! KRW manufactures jacks, air compressors, car washers, battery chargers, hand tools and many other automotive service products. Next time, buy KRW and *you* pocket the profits.

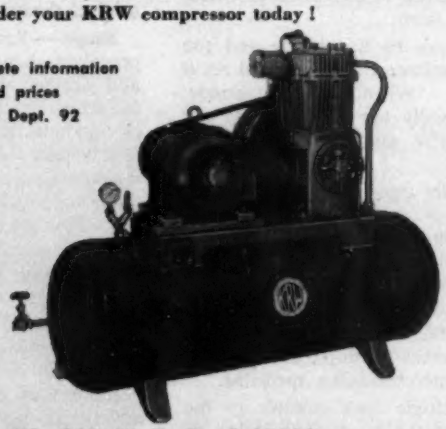
NO. 40-B 2 H. P., 2-STAGE
200 LBS. WORKING PRESSURE

COMPARE QUALITY!
COMPARE PRICE!
On these KRW Air Compressors

You'll find that KRW Air Compressors have all the features of other air compressors and are priced 20-40% less, because of KRW's factory-to-you selling policy. They have PLATE-TYPE, EASILY REMOVED VALVES, CONSTANT LEVEL OILING SYSTEM, COMBINATION FILTER AND AIR CLEANER, LOAD-LESS STARTING — a tamper-proof automatic device that unloads the compressor when it stops, PRESSURE CONTROL SWITCH with THERMAL RELAY that protects motor against overload. All KRW compressors available with Quincy DRI-R-AIR tank drain that automatically removes all water that collects in tank. Order your KRW compressor today!

NO. 181 5 H. P., 2-STAGE
200 LBS. WORKING PRESSURE

For complete information and prices
Write Dept. 92



NO. 839 10 H. P., 2-STAGE
200 LBS. WORKING PRESSURE

7-1/2 HP. MODEL ALSO AVAILABLE

K·R·WILSON 215 MAIN STREET • BUFFALO 3, N. Y.
World's Oldest Manufacturer of Garage Tools and Equipment

cost $3,000 to $4,000 as a bulb-lighted display with moving effects.

A primary sign with porcelain enamel facing may run about $1,800. Porcelain enamel facing averages around $500. Neonizing a sign will cost approximately $550 for single tubing and $750 for double tubing.

"Many stations have been over-signed," asserted a merchandising executive. "Too much has been spent on maintenance, bulb replacements and repair."

Color—Proper use of color makes signs more readable. But since most companies already had their own distinctive color schemes, it has been necessary for them to learn by trial how they can be applied most effectively.

One company changed from green to white neon tubes and immediately improved the readability of its signs.

Another found that black was a better background than white for its colors.

Yellow, regarded by experts as an effective background color, has been used to great advantage by Shell.

Another forceful color, red, appears in the color motifs of five of the seven West Coast majors.

One of the most important functions of color is to identify the brand of gasoline from a distance, before the sign can be read.

Lighting — For the stations open after dark, night-time visibility is just as important as day visibility. Principal types of lighted signs in the West are reflective panel signs, incandescent-lighted plastic signs, neon signs and bulb displays.

Selection is governed by cost considerations. Reflective panel and illuminated plastic signs are the cheapest. Neon installations increase the initial outlay, but power consumption is not regarded great. Bulb signs, however, are usually of a spectacular nature, and result in higher construction charges and costly maintenance.

Neon lighting has longer-range readability than spot-lighted signs. One company that erected a number of reflective panel signs is preparing to have them neonized, figuring the extra cost will be worth the increased readability.

One of the biggest sign problems, an operations official told NPN, is to get them properly lighted. For awhile, his company's primary signs were illuminated by spotlights at the pump islands. The lighting lacked concentration, so the spotlights were moved near the foot of the sign, beamed right on the surface. The result was a satisfactory display.

As the days grow shorter, operators find it pays to turn on their lighted signs promptly. Even at dusk many operators throw on the lights for added visibility.

When it's overcast or foggy, sign lights are turned on as a matter of course at many stations.

Location—Placement of the signs at a station is an important but tricky consideration.

The first problem is to fit the sign to a station. Then the problem is to work out the position of the sign. The objective is to gain the best possible visibility without hurting the appearance of the station layout. A poorly placed sign may make a station look top-heavy, cluttered or ill-shaped.

The worst pitfall, however, is to place signs so they become mental hazards for customers, says a top marketing official.

"Don't make it hard for the driver

SIGNS must give motorists plenty of time to stop on superhighways. The answer is a big sign, mounted high, with an unobstructed view from the road. Small signs marking the station driveways are also profitable

TEASER SIGNS saying only "Where's Elmer?" are placed as far as 100 miles from Elmer Weikel's station in Winnemucca, Nev. Just outside of town this sign gives the answer

SELF-SERVE STATIONS were among the first operators to use large signs

23-FOOT PYLON, completely lighted at night, identifies Tulsa Petroleum Co. service station at Wilkes-Barre, Pa. Slimline tubes light the tower from within and illuminate most of the station area. Tulsa Petroleum plans to install similar pylons at key stations in Pennsylvania and New Jersey

to get into your station," he advises.

A large sign near an entrance can kill that approach because drivers may be afraid they will scrape a fender on it.

A single pole at the street holding only a small sign and possibly a floodlight, helps create the illusion of a clean, unobstructed approach.

Materials—The three most popular facings are paint, porcelain enamel, and plastic.

The painted surface is the cheapest, but it has to be revamped periodically to maintain the appearance. Some companies report that white paint oxidizes and runs into adjoining colors, marring the sign.

Porcelain enamel costs more, but it is cheaper to maintain.

Plastic signs are rapidly becoming more common. One company, using dark-shade colors, complained that plastic lacked intensity. Another, however, uses light-hued colors and has adopted plastic signs for its entire system of stations.

Maintenance is an important factor in the selection of materials. Plastic signs, which have become widely popular, are soft and mark easily. Operators of stations where they have been installed are usually cautioned to wash them with plenty of water and a non-abrasive cleaner.

Construction—Endurance and economy are the prime considerations in constructing big signs. The trend to giant signs posed new problems. And engineers have experimented extensively in techniques of anchoring them.

One company uses two types of foundations for pinning down massive signs. Either a horizontal or vertical footing is used. The horizontal footing for each post is 3 ft. square and 4 ft. deep.

The vertical footing is reinforced concrete 2 ft. in diameter and extending 10 ft. below the ground surface.

A company that anchors its signs on the pump islands pours a reinforced concrete slab between the pump islands at the same time the two concrete footings are poured. The slab takes the wind pressure. The entire section of the pump blocks is reinforced.

Distance between the ground and the bottom of signs varies from 10 ft. to 20 ft., according to figures given NPN. A common rate of clearance is 16 ft. As explained before, appearance is one of the main factors in fixing the clearance.

TODAY'S SIGN PROBLEMS

The history of sign development extends way back over the years, so oil companies do not pretend they have made some new discovery. Their post-war task has been to adapt effective identification signs to modern stations.

One company figured at first that large signs were the answer. So it designed and built signs of increasing size. Taking stock of the cost and effectiveness, it put on the brakes; now treats signs as an important expenditure but one that must justify itself in station-planning.

Another company was impressed by the hefty self-serve signs in the Southwest. But experience has convinced it that the billboard-type signs are too large and too objectionable.

Still another major designs new signs for its new stations, although it has standardized a modest-sized symbol as its primary identification mark.

Unusual Signs — Devising potent "eye-stoppers" has produced some ingenious stunts.

Standard of California's biggest booster is a dummy—a 16 ft. one, which has become one of the largest "eye stoppers" on the Wilshire Blvd., Los Angeles.

In a land where "colossus" became known as a word to describe movies, Standard has built one. The $5,000 mannikin weighs nearly a ton, and towers 20 ft. in the air on its 4 ft. pedestal. It is a Paul Bunyan-size model of a company service station attendant.

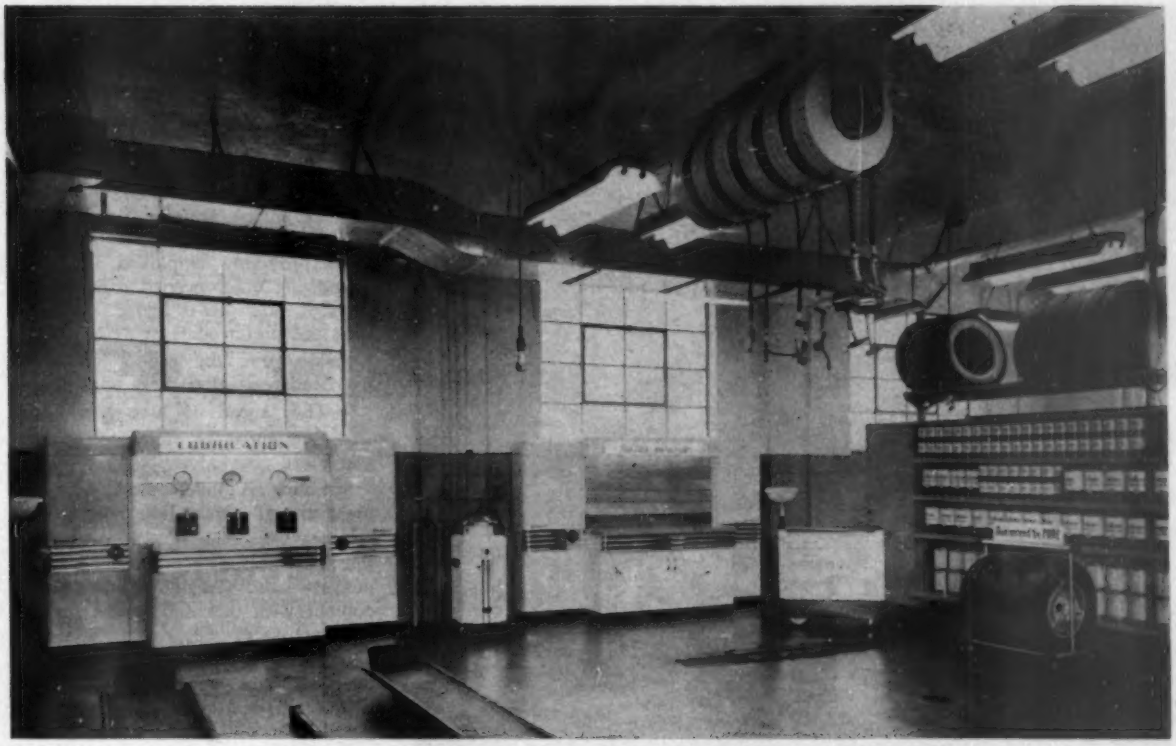
He stands at the corner of a modern, multi-pump station, rotating in a semi-circle and saluting passing motorists, night and day.

Standard's mammoth mannikin has a special job to do. On Wilshire Blvd., it takes something unusual to catch the motorist's attention because the elegant thoroughfare is lined with spectacular signs, dazzling lights and attractive shop windows. However, it has limited application because there aren't many conditions comparable to those of Wilshire Blvd.

Some operators are located on heavy-traffic streets where middle-of-the-block turns are permitted. A prominent sign announcing that a turn is legal removes a psychological roadblock for the motorist and definitely improves gallonage, operators say.

In Kingman, Ariz., a huge, electrically illuminated sign across the highway from a Mobilgas station reads, "This is Kingman. Hoover Dam Information." An arrow points to the station.

Another has applied the American Legion cry, "Where's Elmer?" Elmer Weikel put up a series of signs reading "Where's Elmer?" as far as 100 miles away along Highway 40, east and west of his station at Winnemucca, Nev. Approaching the town, a sign explains, "In Winnemucca, it's Elmer selling gas." The final sign reads, "Here's Elmer."



CLEAN APPEARANCE of lubrication equipment attracts motorists

Lube Equipment with Sales Appeal

By Holger Ridder, NPN Staff Writer

Four out of every five new service stations are being equipped with overhead lubrication equipment. In one out of three stations being remodeled, lube facilities are also taking to the ceiling because—

- **Air space is cheaper than floor space;**
- **Overhead lube equipment makes lubrication easier and faster, stepping up lube job flow;**
- **Clearing the floor area helps improve lube bay housekeeping.**

That's the consensus of lube equipment manufacturers surveyed by NPN.

Wall and floor type installations, while losing some of their popularity, seem to be making a fair bid to remain on the scene for some time. Some oil marketers still prefer the wall and/or floor type installations of lube equipment. In other instances, a combination of overhead and floor-level installations are used.

Where preference for portable type lube equipment is still found, it is usually predicated on price, or in outlets located in sparsely populated areas. Also portable units are popular where lube service potentials are too small to justify the added cost of wall, floor or overhead equipment installations.

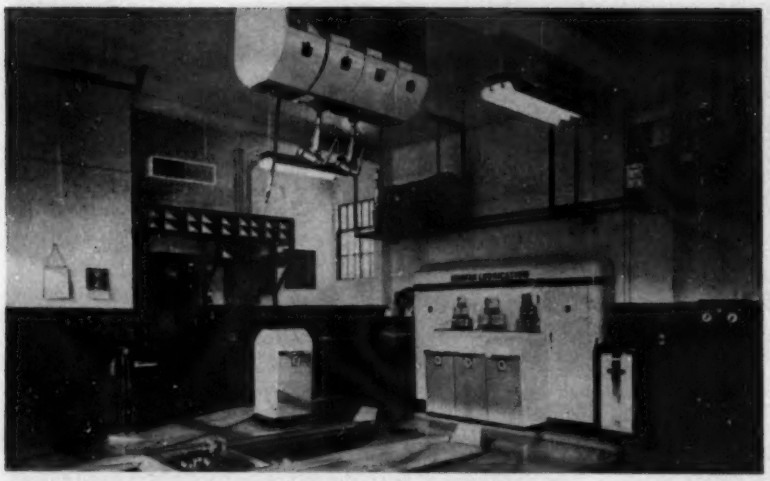
With pardonable pride, the manufacturers are agreed that use of overhead lube equipment produces more efficient operation, more business and greater station profits. Numerous case histories are cited as supporting evidence.

The over-all picture of trends, preferences and economics in service station lubrication equipment is painted this way by five lubrication equipment manufacturers (Alemite, Lincoln Engineering, Gray Co., Aro Equipment Corp., and Balcrank, Inc.):

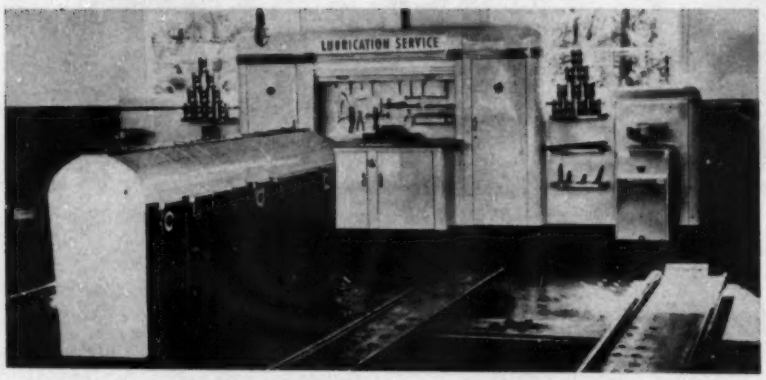
OVERHEAD VS. FLOOR UNITS

The trend toward overhead lube equipment has been gaining momentum the past five years and currently better than 80% of new service station installations are of the overhead type.

One manufacturer reports 85% of sales today are on overhead installations; another says 95% prefer ceiling reels where permanently installed equipment is indicated. A third company observes that on new construction approximately 80% are going overhead as opposed to 20% continuing with floor units. On remodeling, the company says, about 35% go overhead opposed to 65% continuing with floor units. This is usually due, a spokesman says, to the out-



WALL CABINETS supply overhead reels with lubricants and provide space for display and advertising



FLOOR-TYPE lubrication equipment is used at many stations. Chief disadvantage lies in its use of floor space, yet it generally is less costly to install than reels

OVERHEAD REELS connected to wall cabinets are popular in modern lubritoriums

moded design of the station.

Advantages—Consensus of manufacturers is that overhead reels require no otherwise usable space—utilizing "air rights" instead of floor space. In station construction all costs have been up; return on investment per square foot of floor space has been a major consideration. Where floor space in a lubritorium can be most profitably employed for merchandising other needed maintenance services and TBA items, overhead reels are preferred.

Aside from the economic factor, overhead reels offer these advantages:

—They speed up lube operations;

—Equipment is easier to operate and more convenient;

—Labor is saved moving equipment to and from a lube job;

—Housekeeping is improved, with the floor cleared of all hose lines and delivery hose remaining unsoiled by contact with dirt and grease on the lube bay floor;

—No danger of tripping or running over and damaging either hose or control outlet because neither are left exposed when not in use;

—Wall space formerly required to hold portable equipment, when not in use, can be utilized for shelving to store or display merchandise;

—Overhead reels supplied from an attractive bank of wall cabinets can "dress up" a lube department, give it more sales appeal which will attract a certain amount of trade.

Why Use Floor Units?—There are two classifications of floor type lube equipment—the portable and the stationary. The latter has pumping units either remote from the lubritorium or in decorative cabinets on the lubritorium floor.

Preference for portable floor-type units may be due to several reasons, including the following:

—Preference is predicated on price rather than on speed or efficiency of lube operation;

—Lube service potentials in some areas are too small to justify the added cost of lube-reel installations;

—Station lessee has to equip station and is looking for smallest possible investment;

—There is no installation cost for supply lines buried in the floor and connected to pumps remote from the outlets;

—Utility room is lacking for locating stationary pumps.

One manufacturer says, "We do not

believe oil companies favor floor type equipment—that is, the piped installations." Another observes, "We can't say any oil company still favors floor type equipment with the exception of revamped stations. Those that might favor floor type equipment do so probably because of the lower cost involved."

One manufacturer lists three kinds of "floor equipment"—portable floor reels with which lubricant is pumped from wall cabinets, and stationary center stands which include both pumps moving lubricant direct from original containers and reels holding the hose line through which the lubricant is delivered.

The company adds that installation costs are cheaper for center stands because it is necessary only to run an air line to the stand or cabinet. The same is true of wall cabinets. Floor reels, however, can't be added to an existing station cheaply. But, pipes can always be run up the wall from a wall cabinet to ceiling reels without heavy installation expense such as would be incurred by breaking concrete floors to install pipes from wall cabinets to floor reels.

Price Comparison—Opinion among the manufacturers varies concerning comparative costs for installing floor and overhead units. For example:

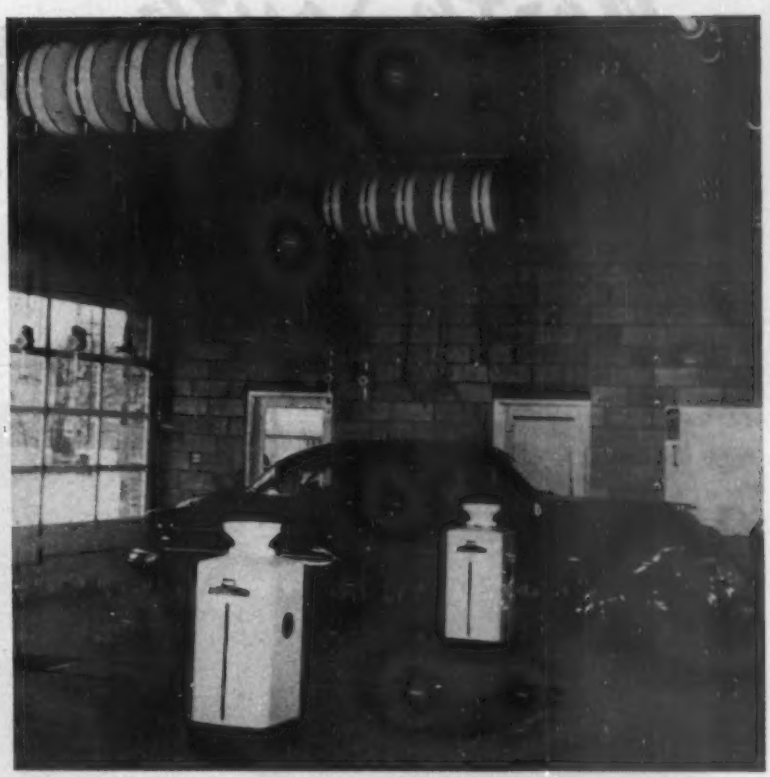
Balcrank, Inc. — Charges vary throughout the country. Average cost per reel, including tubing, fittings and installation, is about $30. Overhead reel installations on the average run about 40% more, when completely installed, than do comparable floor units.

Gray Co.—Price between permanent installation of ceiling reels will run about the same as permanently installed floor installations. The difference between overhead reel installation and portable cabinet equipment would be about 50% higher for overhead units.

Aro Equipment Corp.—"This is difficult to answer since there are so many combinations of ceiling units and there are so many price groupings of floor lube installations. It would be safe to say ceiling installations would run from 50% to 100% higher."

Alemite—Floor reels and ceiling reels are comparable. Overhead reels will run about 40% higher than portable floor units.

Lincoln Engineering Co.—Usually lube equipment for identical services cost about the same whether reels are installed in a cabinet on the ceiling or

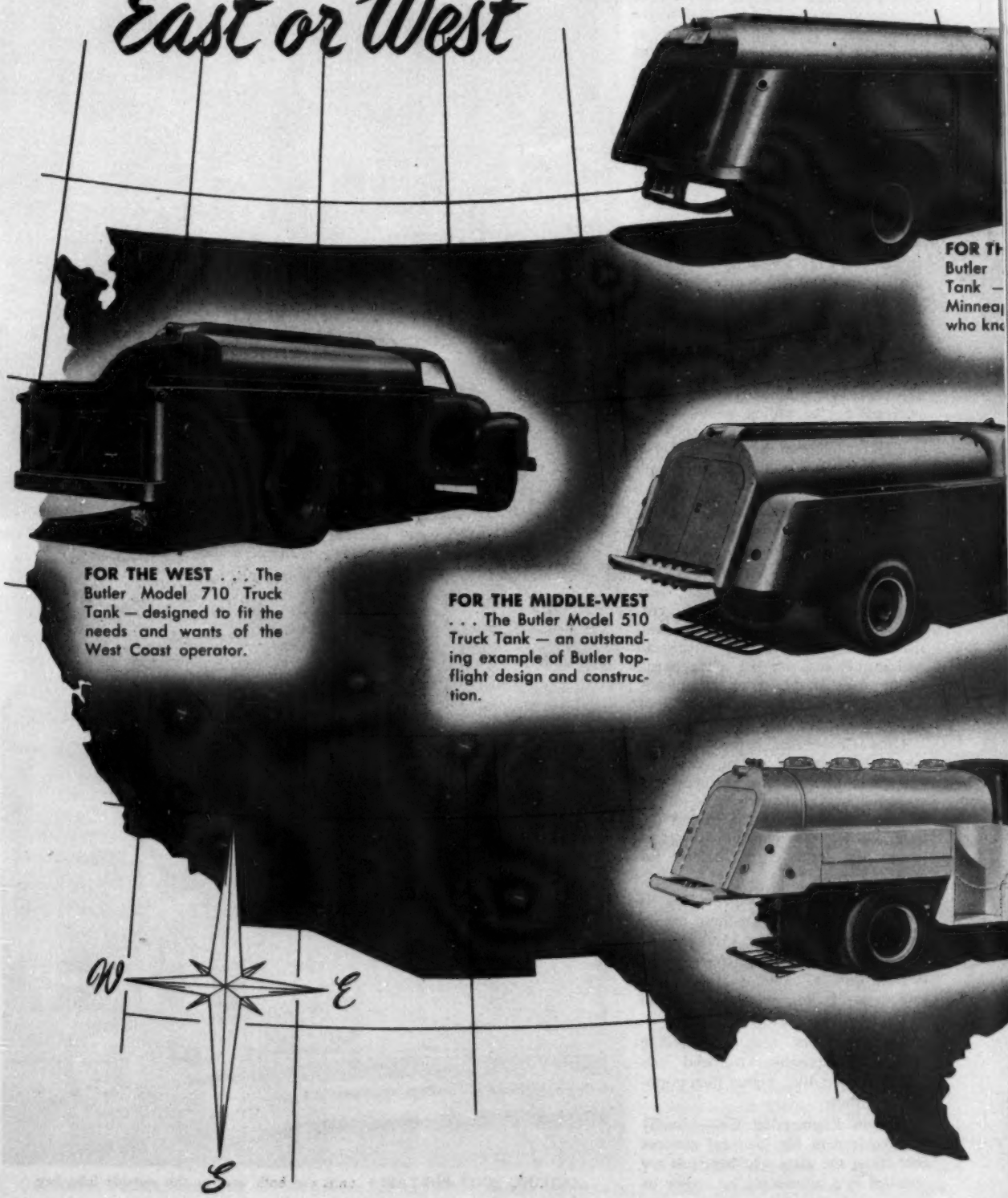


BATTERY OF REELS puts lubricants right beside the car, yet can be moved out of the way when not in use

CEILING AND PORTABLE units are both used at this outside lube bay

North, South, East or West

BUTLER Route-



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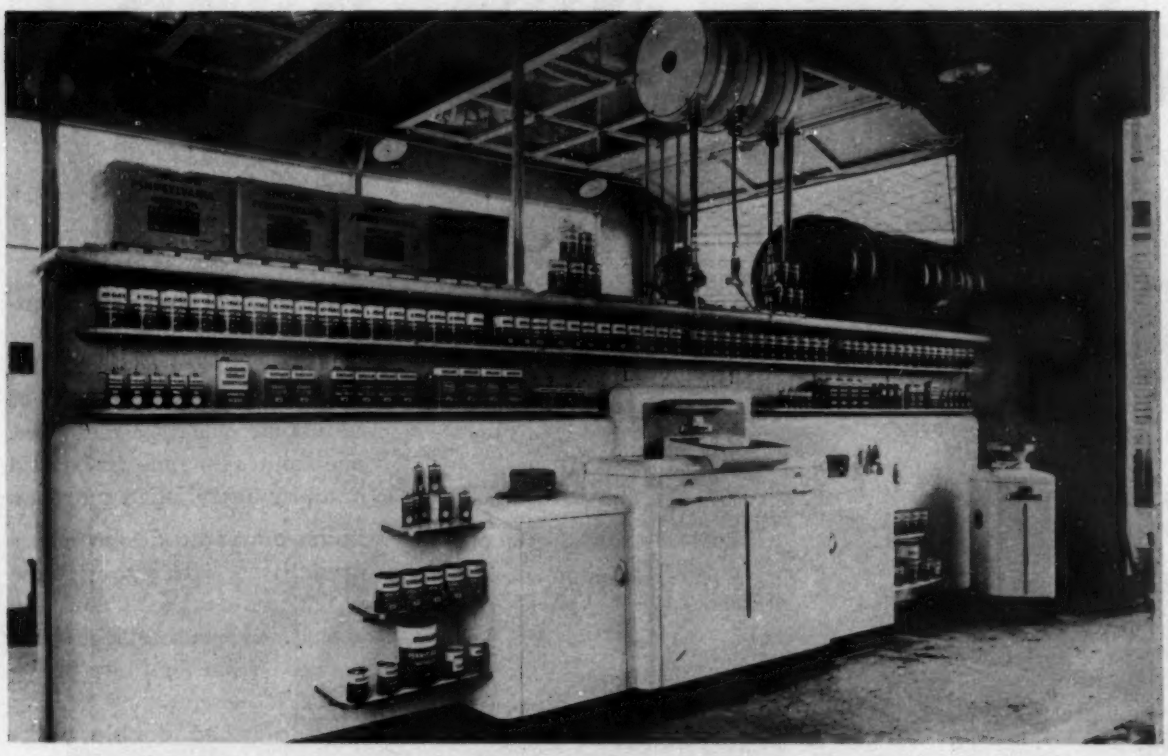
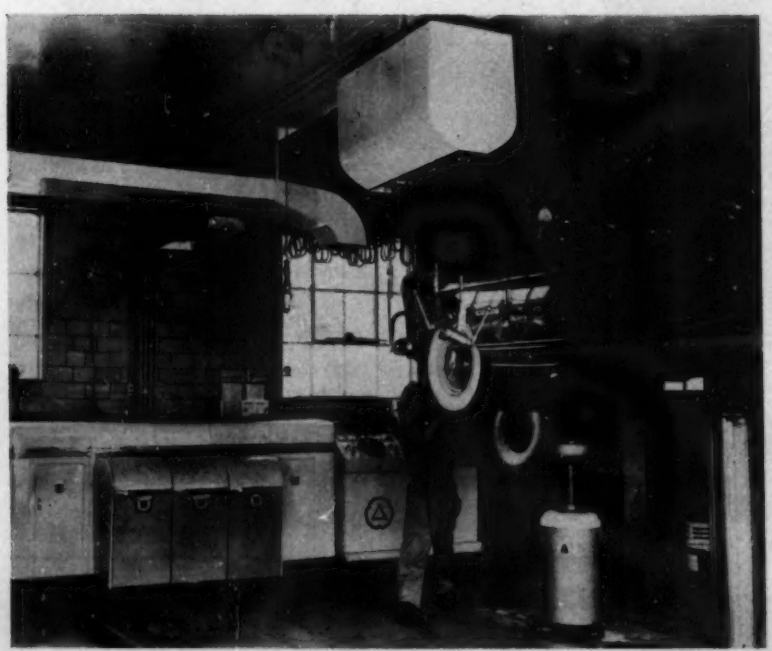


PORCELAIN ENAMEL back panel, which fits around the lube wall cabinets, gives clean appearance and provides room for effective display



LUBRICANT DRUM is easily replaced in wall cabinets as fingertip control lifts the outer shell

in a corresponding cabinet on the floor.

Justifying Cost—The additional investment required for overhead reels is justified for many reasons, lube equipment men say. They say:

—Overhead reels increase lubrication potential because the average person has come to associate this type equipment with good lube service;

—Overhead reels are more efficient and enable speedier lube jobs;

—Because overhead reels encourage better housekeeping, cleaner lube rooms attract more business;

—With overhead units, lubricants usually are bought in larger quantities, permitting a savings in product costs;

—Ceiling reel installations can be expanded as business requires, not being limited by floor space available;

—Mortality of portable equipment is usually 50% greater than with permanently located equipment, especially ceiling installations.

One manufacturer adds that if motor oil dispensers are required, it is almost mandatory that service be through reels. As automatic transmission servicing increases, the volume of product required will no doubt make

this service through or with portable units awkward.

Another manufacturer says both ceiling and floor type reel units are accepted by motorists as the latest, fastest and more efficient equipment for lubricating cars. The service operator who saves 35% or even as much as 45% in the initial cost by choosing portable floor units, sacrifices the most valuable contribution his lube equipment can make to his total service profits. The added initial cost of reel equipment installation is usually more than justified by its proven ability through modern showmanship to increase customer traffic, and hence profits.

LUBE EQUIPMENT HELPS SELL

Opinions of manufacturers differ in varying degrees on the merchandising value of certain styles of lube equipment.

One manufacturer says white enamel outer dress on lube equipment is very important—it draws motorists just as cleanliness draws customers to other retail establishments. Some of the effectiveness of white enamel is lost when overhead reels are used because quite often pumps are placed in a back room. Sometimes when this occurs, space formerly used by white portable cabinets is now used for an attractive service merchandiser or service desk, or display shelves for TBA. White enamel back wall units are still popular for housing pumps supplying overhead reels. The white cabinet helps merchandise lube work.

On Way Out—In disagreement is one opinion which says white enameled floor lube equipment seems to be on the way out.

Another company says where ample floor space is available, consideration should always be given to service advertising value and customer attraction value of white enameled cabinets conspicuously displayed on the lube bay floor. It helps sell more lube jobs.

An additional important point is made:

Maximum merchandising effectiveness of modern white lube equipment is contingent to a large extent on good housekeeping, skillful workmanship and proper courtesy in the lube bay.

INVESTMENT AND PROFITS

Will new lubrication equipment help bring in new business?

Lincoln Engineering Co. contends it will. From experience of service station operators, Lincoln has compiled data to show that sizeable gains in sales result from installation of new lube equipment. Aside from extra lube jobs, Lincoln estimates the additional business potential for five different size stations attributable to new lube equipment as follows:

5,000 gal. gasoline per month—about $25.05 additional gross profit;

7,500 gal.—$45.30 additional per month;

10,000 gal.—$65;

15,000 gal.—$88.45;

20,000 gal.—$110.70.

A complete breakdown of Lincoln's estimate of lube profit potentials was published by NPN March 5, 1952, p. 78.

Equipment Needed—Alemite lists the essentials of a lube bay in a modern service station as including equipment to handle these services:

A—Chassis lubrication (high pressure pump);

B—Gear lubricant service (two low pressure pumps);

C—Automatic transmission service

Now! No more opening and closing service stall doors to get rid of toxic carbon monoxide fumes! Because, now, Monoxivent, Jr. offers you effective, low-cost exhaust elimination . . . allows you to perform service operations all winter behind closed doors . . . reduces heating costs, saves attendant's time, increases efficiency, and insures safe, healthful working conditions.

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(one AT specialized pump);

D—Drain;

E—Spring lubrication (open);

F—Spring lubrication (covered);

G—Wheel bearing packing;

H, I, J, K, L—Specialized guns for wheel bearings; water pump; universal joint; steering gear; wet clutch, shocks, etc.;

M—Special oilers for door hinges; generator; linkage; plus adaptors for hard-to-reach fittings, and extensions; gear flusher.

Alemite says the "A, B, C, D" services require the major investment in equipment while "E through M" require relatively modest investment. As an example of the major investment required in a station, Alemite gives the figures shown in Table 1.

Table 1

Item	Cost
One high pressure pump and manual lift	$159.00
One chassis reel complete	$139.00
One low pressure pump and manual lift	$149.00
One gear reel, meter, control	$157.00
One portale waste oil drain	$ 50.95
One air reel, hose, tire chuck	$ 70.50
One pair reel end panels	$ 14.00
Total	$739.45
20% down payment	$147.89
Balance	$591.56
6% interest—18 months	$ 53.24
Total 18-month balance	$644.80
Payment per month	$ 35.82

One Lube Job Will Pay—Alemite says only one new lubrication customer per day is needed for each $600 worth of equipment. Using a formula of one new lube customer per day and 25 working days per month, the company shows in Table 2 how the added monthly profit will make the payments on the equipment.

Table 2

Chassis lubrication: 25 cars per month @ $1.50 each	$ 37.50
Motor oil changes: 15 cars per month @ $1.75 each (5 qts. per car @ 40¢ per qt.)	$ 30.00
Gear lube changes: 5 cars per month @ $1.75 each (5 lbs. per car @ 35¢ per lb.)	$ 8.75
Wheel bearing lubrications: 3 cars per month @ $1.50 each	$ 4.50
Misc. lubrication services (estimate on shocks, covered springs, oil filters, etc.)	$ 10.00
Total additional income for one month (25 days)	$ 90.75
Total additional profit for one month (40% of total income)	$ 36.30
Total cost of equipment as recommended	$739.45
Down payment	$147.89
Balance due (plus interest)	$644.50
Monthly profit from one new customer per day	$ 36.30
Monthly payments on balance due	$ 35.82

ISLAND REELS dispense motor oils and other lubricants at this truck stop station. Air and water also are dispensed from overhead reels

The manufacturer adds that to the cost shown in the example should be added about $75 more if the station decides to purchase equipment to handle services shown "E through M" mentioned earlier.

EQUIPMENT IMPROVEMENTS

Design and manufacture of lubrication equipment has kept apace with new demands resulting from new car designs, new types of lubricants and increased competition for the lubrication dollar.

New Developments — Among improvements listed by the various manufacturers are these:

—Faster and cleaner overhead reels;

—Pneumatic elevators for lifting the pump out of the drum of grease to speed changing of drums;

—Pumps redesigned to handle heavier lubricants;

—Booster control handles and hand guns designed for getting grease into resistant fittings to assure positive lubrication;

—Automatic transmission fluid dispensers, both hand and air operated;

—Work benches and merchandisers that match color, contour and design of lube facilities;

—Pump units designed to to both "dress up" the lube bay and save space;

—Pressure charger for any make pump which will eliminate need for extra pumps in multiple outlet installations and keep discharge pressure constant at any desired level;

—Drain pan extension permitting draining of two or more points at the same time;

—Manual lift pumps which conserve space and can be installed at minimum cost;

—Compressed air to power hose and reel assemblies.

HOISTS

Selection of hoists for service station lube bays depends largely on the type of trade serviced. The number of lifts, of course, is contingent on the size of station and the lubrication service potential in the area.

A check among lube bay hoist manufacturers shows they make a hoist to fit just about every situation to be encountered in the service station field. In most cases the manufacturers also make their services available in assisting in the selection of the best hoist for the job.

Rotary Lift Co. makes three basic types of hoists—drive-on, frame and truck lifts. To assist in the selection

of lifts, Rotary has compiled the following recommendations:

One-Lift Station servicing passenger cars and light trucks:

Use roll-on lift which eliminates need for adapters.

Two-Lift Station servicing passenger cars and light trucks:

Use frame pick-up lift which will handle lube jobs on cars with low fender skirting and hard-to-reach grease fittings. Use roll-on lift for general service and for cars normally requiring adapters.

Three-Lift Station servicing passenger cars and heavy trucks:

Use roll-on, frame pick-up and truck-and-bus lifts. This combination makes it possible to use the lift best adapted to each car or truck and the type of service work to be done.

One-lift Station servicing passenger cars and heavy trucks:

Use truck-and-bus lift, which will service more different types of vehicles than any other style lift.

Two-Lift Station servicing passenger cars and heavy trucks:

Use roll-on (or frame pick-up) and truck-and-bus lift. The roll-on lift will enable speediest servicing of new model cars. Truck-and-bus lift can be used to service any type of car when not being used for trucks and busses.

Of the lifts it manufacturers, Rotary says this:

Roll-on — Designed to handle all new and old cars without use of adapters, axle supports, and requiring no spotting or adjusting.

Frame pick-up—this style frees the wheels for lube and brake work, and is styled to handle most passenger cars without adapters.

Truck lift—This is the most versatile of the hoists and will take almost any vehicle from a jeep to a truck.

Other manufacturers describe their lifts this way:

Globe Hoist Co. — Frame type hoists are made to handle about 95% of all passenger cars without use of adapters.

Wayne Pump Co. list six styles of hoists in its line: free wheel hoist; drive-on; two-post; truck and bus; three-post, and frame contact hoist.

U. S. Air Compressor includes among its list of hoists: frame grip; two post lift; free-wheel grip and drive-on lift. The company says its models are designed to be self-aligning and to compensate for off-center loads.

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THIS STATION shows the trend is away from traditional multi-pump station layout and toward space economy

They're Stretching Out Pump Islands

There seems to be one significant new development in service station layouts—longer pump islands. They've been stretched out as long as 30 ft. with two pumps at each end.

Some experimentation has been going on for several years and now a number of majors are trying out these new islands. One company has a variation—tandem islands. They build two short islands but set them in line so that the result is something like one elongated island.

Why the change? There seems to be a number of advantages to this pump block design.

A big advantage is that one elongated island requires less driveway space than four usual-length islands. And it will handle the same number of cars.

Motorists can drive up to the long pump islands more easily. In traditional multi-pump stations there are rows of short islands extending far back in deep driveways.

The long islands, however, are near the street and the stations have wide driveways. So it is comparatively easy for drivers to approach the pumps.

The deep driveways in traditional multi-pump stations require a sharp turn from the street into the station. And unless the first island is used, another sharp turn is needed to approach the pumps.

Multi-Islands Losing Out—It is apparent that there is a decided shift away from the batteries of pump islands characteristic of serve-yourself and multiple-pump stations. The new island design is expected to bring several other benefits:

1. When a multi-island station is

idle, it really looks dead. This long island layout avoids that illusion; yet can still cope with a rush of cars.

2. There is a possibility that it may yield the same identification value for major-brand service stations as the batteries of pump islands did for the serve-yourself stations.

With the declining volume at multi-pump stations over the past three years, the need for numerous pump blocks doesn't exist in the same degree. In many cases, its chief value is to identify multi-pump stations as Independent units and make an implication of lower prices.

Tandem Islands—Union Oil of California has introduced tandem-island layouts. For years, Union has favored the short island because it held the property dimensions in. Recently, it has begun placing two islands in line, with 10 ft. to 20 ft. separating them, end from end. The result is something similar to the elongated islands.

Why they use this arrangement in preference to elongated islands, Union Oil does not say.

Require More Frontage — Long-island layouts require more frontage than standard-length islands. But the resulting wide driveways make it easier for the motorist to enter the station.

One company allows 91 ft. of continuous frontage for approaches. When two elongated islands are placed parallel, the company allows 107 ft. When three or four islands are involved, the frontage may vary from 113 to 122 ft. depending on the island separation.

Two Pumps Favored—The current trend by many majors to two pump islands reflects the transition away from pure multi-pump stations after an earlier phase of popularity. Since most majors sell only two grades of gasoline, proponents contend one pump for each is sufficient.

When the trend was to multi-pumps, the additional pump contributed to the "multi-pump look." Now, however, the stress is on "open form" stations in the West, and "open form" layouts can be achieved without a lot of pumps. Thus, the third pump is regarded an unnecessary expense by some marketers. Whether a cutback in pumps will detract from a "busy" appearance or increase customer waiting-time is an unsettled matter of conjecture.

Presence of three pumps has several explanations: (1) Private-brand operators often feature a third brand, usually a modified premium-grade gasoline, while the majors sell two grades. (2) Majors installing three-pump islands have used the third pump for the grade in greatest demand at the station. Idea is that if two cars approach simultaneously and both want the same grade, the odds are that the employes may be able to service them simultaneously. (3) A third pump has contributed to the illusion of a big and busy layout.

Dual Pumps — Another development has been the dual pump with its single housing. This has stimulated much thinking and offers new possibilities. But officials shy away from some of the possibilities as being too extreme.

For instance, an island could be much shorter with a dual pump. Theoretically, there would be a savings in space and a corresponding increase in maneuverability.

There is a feeling that this would be disadvantageous because pumps do contribute to the impression of activity.

"After all, pump shells are a traditional symbol of a filling station," commented one executive. "If we try

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- *No Aiming Problem*
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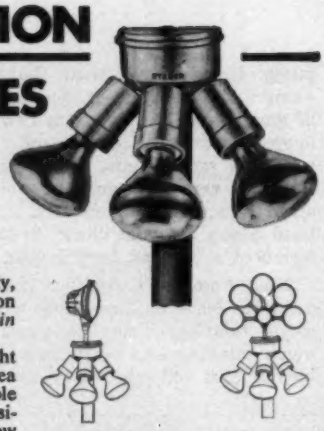


Now you can plan service station lighting quickly, accurately and be sure the completed installation will provide *exactly the light pattern shown in your plans!*

This new kind of Steberlite gives you a light pattern *scientifically pre-set* to flood a specific area with uniform, high level light. Relamping, pole vibrations and wind have no effect on Fixed Position Steberlites. When you specify these new Steberlites, *you get the lighting you specify automatically*—and eliminate the hours of labor required to aim many individual units to do a similar lighting job. Special spotlighting effects can be obtained by mounting single or clusters of adjustable Steberlites to the tapped covers of Fixed Position units.

Insect Repellent mogul base lamps are available with Steberlite units at special prices.

Write for Bulletin 120-53 containing complete data on all units available and iso-foot-candle curves that indicate the number of Steberlite units needed and the location of poles.

- Cast Aluminum
- Pole Top Mounting
- Spacious Wiring Compartment
- Weatherproof
- Gasketed Cover
- Fully Enclosed Wiring
- Silicone Lamp Gaskets
- For Two to Five Mogul Base Lamps (300-500 watts)
- Cover Tapped ½" for Mounting Additional Clusters

STEBER MANUFACTURING CO.
Dept. 88, Broadview (Maywood P.O.), Illinois
Sold through leading wholesalers.

STEBER

OUTDOOR Displays THAT SELL!

A complete service for creating and producing service station banners, pennants, posters, streamers, and traffic-stoppers that *sell* . . . used last year by 61,700 stations.

Design — Idea, art and development service — from your thought or sketch to finished display.

Production — Facilities for fast production of outdoor displays —in paper, cloth or plastic.

Distribution — Quick, accurate setup for collating, mailing or drop shipping—to one station or 20,000.

Merchandising — Advertising sheets furnished for your dealer merchandising catalogs, manuals, etc. — or ready-made promotion folders.

FREE! Send for catalog of Pratt's ready-to-install station display material. Ideas for every occasion.

THE PRATT POSTER CO

STATIONS

to remove them from sight, I doubt that we gain anything. And we may lose much of our identity."

The Empty Space—Ever since the development of remote pumping systems at stations, intrigued operations department planners have tried to think of ways to use the empty space in the shell vacated by the pumping unit.

The majority of opinion now seems to be that it can be put to no useful purpose. The space, about one cu. ft., is inadequate; and it is awkwardly situated, being at the bottom of the housing.

Planners have just about decided that the area won't be much good either for merchandise display or to store supplies for use at the island.

Multi-Pumps Started It—Planners take a dim view of the radical designs and fanciful notions that broke out right after World War II. One idea was a pump that popped out of the ground when a car stopped; and another was a multiple-purpose island.

The multi-pump stations started some drastic developments. Islands were installed in a variety of layouts in varying numbers and sizes.

An Independent marketing executive noted that big changes had occurred in pump blocks during the past five years and doubted that there would be such drastic alterations during the next five years. He predicted refinements in existing installations.

"Furthermore, now that the economic tide seems to have reached its flood level, we may experience some slowing down or recession," he commented. "During a period of retrenchment, there is less inclination to experiment or adopt radical changes."

Radical Change — On the other hand, several marketers are experimenting with overhead dispensing equipment. This would be for motor oil and possibly gasoline. One Independent is working on an idea which would even do away with the gasoline dispenser in its present form. Presumably, he is thinking in terms of overhead reels to do this entire dispensing job.

MODERN, EFFICIENT, Cumberland Oil Co. service station operates on site of . . .

OUTMODED OUTLET because jobber found sources other than banks can provide . . .

Capital for Station Expansion Programs

One of the most pressing business problems facing the oil jobber today is that of obtaining capital to match the expansion of the major companies competing in his area.

Some majors have instituted programs to help their jobbers with expansion financing. One of these is Skelly Oil Co., whose program of long-term financing is described on page 67.

Other jobbers have had to meet the problem on their own. Among them is John F. Cummins, head of Cumberland Oil Co., Nashville, Tenn.

Mr. Cummins is in the midst of a large-scale station expansion program which he was able to finance through insurance and trust companies. He turned to these sources of money because most banks are restricted by state, federal or individual regulations as to the type of small business loans they can make.

Since 1951, Cumberland Oil has

erected five new stations and is starting construction of two more. During the past four months four stations were remodeled and four others now are being renovated.

Getting the Loan—In approaching insurance and trust companies for loans, Mr. Cummins presents these two arguments at the outset:

1. The jobber is a member of an ever-expanding, dynamic industry. Demand for its products has doubled every 10 years. It is virtually a "depression-proof" industry because consumers must and do buy petroleum products, no matter what their economic status might be.

2. The progressive jobber is just as strong as the whole oil industry. If his facilities are modern, efficient and well located, he can always dispose of them at a fair price to another Independent or to a major oil company.

"When I first approached the insurance company," Mr. Cummins said, "they said they'd be glad to handle the loan if my supplier would take the leases on the property. They wanted this because the supplier has much greater total assets than I.

"But I pointed out the supplier doesn't have greater assets *per lease*, or *per unit*, than I do. I explained that jobbers' actual assets per lease are usually as great as they are for an integrated, international oil company, which has hundreds of thousands of units scattered all over the world.

"I also pointed out to the insurance people that their company was small, as compared with the giants of the insurance field. I asked them what they would say if one of their policyholders demanded a guarantee from one of the big companies that the policy would be paid off in the event of death. These two arguments convinced the company they could make the loans without any guarantee from anybody but me."

Try Smaller Companies—Mr. Cummins advises jobbers seeking insurance loans to approach the smaller, locally owned and managed insurance companies. Almost every state, he said, has local insurance companies with headquarters in the capital or in the state's larger cities or towns. Most of the smaller insurance companies are interested in making the type of business loans jobbers want. The larger companies also make business loans, he said, but frequently are not too much interested in granting the comparatively small loans wanted by jobbers.

Also, he pointed out, in approaching the large companies the jobber usually must deal with a branch office, but he can go directly to headquarters of a smaller company.

The Brochure—Mr. Cummins recommended that the jobber, in applying for a loan, go personally to the insurance company's vice president handling mortgage loans or investments. The jobber should prepare a brochure including:

1. A financial statement showing current assets against current liabilities. This ratio, Mr. Cummins said, never should be permitted to fall below 2 to 1. The higher the ratio of assets to liabilities, the better are the jobber's chances of obtaining the loan.

2. An analysis of the anticipated profits from each location from the wholesale jobber level and from the dealer level. This statement is designed to assure the lending agency that the loan will be liquidated without any risk that a mortgage foreclosure will be necessary.

3. A proposed schedule of monthly payments which the jobber has deter-

OILCO and TIMKEN

Unite Hands and Skill to Create a Superior Swing Joint

Tapered Roller TIMKEN BEARING EQUIPPED

No. 857 { to minimize friction / to handle heavier loads / for long-range usage

Admittedly the swing joint is "the heart" of any worthy leading assembly, and to serve the industry's persistent demand for a joint with a greatly reduced friction ratio, equal to heavier loads and long-range usage Oilco, with the assistance of Timken engineers, has created Swing Joint No. 857.

This newly-designed swing joint, fortified with Timken *tapered roller bearings*, definitely reduces the element of friction and assures utmost ease and flexibility in the handling of Oilco loading assemblies, especially those units fabricated for the handling of extremely heavy loads and operations of longer range.

For complete details write for descriptive folder, A-1.

OIL EQUIPMENT MANUFACTURING CO.
INCORPORATED
3100 VERMONT AVE., LOUISVILLE 11, KY.

mined could be made satisfactorily to amortize the loan.

4. A map of the city showing the locations of the proposed new stations. The map should be shaded and colored to denote the locations of the properties in relation to such factors as main highways, expanding business and residential areas, decentralized trading areas, higher, middle and lower income residential areas.

5. Plans and specifications for the proposed facilities. These enable the lending agency to estimate the appraised valuation of the property and determine the amount it will loan.

The Terms—Part of Mr. Cummins' program was financed through the National Life & Accident Insurance Co. of Nashville, with 15-year loans at simple interest of 4 to 4.5% His other financing was done through the Nashville Trust Co.; also with 15-year loans and interest rates ranging from 4 to 5%.

All loans may be paid off at any time at no additional cost.

All of the Cumberland Oil properties are listed in the name of the Fenner-Spelman Corp., its real estate company. Cumberland leases from Fenner-Spelman and in turn re-leases the properties to the service station operators. The insurance or trust companies take an assignment of Fenner-Spelman's lease to Cumberland and also a first mortgage on the property.

Banks Restricted—Jobbers seeking to finance expansion programs have been hampered because many banks, particularly national banks, are restricted in the type of loans they can issue. The loan period is limited to 10 years, and the bank can loan only up to 60% of the appraised value. Other banks are restricted by various state laws and regulations.

One banking executive told NPN:

"Not only are banks restricted by law but most of them are not interested in long term loans. They must operate on short term loans to be able to meet the demands of their depositors at all times. Insurance companies are not subject to the same demands as the banks and they are in a better position to make long term loans."

Edward Potter, president of the Commerce Union Bank of Nashville and a director of the Jefferson Standard Life Insurance Co. of North Carolina, explained that any loans other than government-secured loans "are considered risk assets and banks are restricted on loaning risk assets." Insurance companies, he said, can loan up to 66⅔% of the appraised property value over a period of 15 years or more, under some circumstances.

State Banks More Liberal—Albert Thomas, vice president of the Nashville Trust Co., said that state banks are not restricted in their loan policies to the same extent as national banks. Many state banks, however, "won't make mortgage loans even though they are not subject to restrictions of the national banks."

"Oil jobbers should investigate their state banks to learn what their policies are," Mr. Thomas commented. "Many state banks are overlooking a good bet in turning down this kind of business."

OPEN FOR BUSINESS is this new Schouten Oil Co. station in Menasha, Wis. It is one of four built under Skelly's program of helping jobbers finance expansion programs

Supplier Offers Financing Plan

Skelly Oil Co. has embarked upon a program to help its jobbers arrange long-term financing while at the same time retaining their independence of operation.

For jobbers whose credit rating is satisfactory, Skelly will arrange 10-year bank loans by pledging its financial resources as a guarantee that the monthly loan payments will be met.

Under Skelly's program, the jobber retains his freedom of operation in two ways:

1. He holds title to the property, even though Skelly underwrites the entire amount of the loan.

2. The jobber is not required to purchase all of his products from Skelly.

The company's jobber financing program was conceived by Jess Knowles, marketing vice president, and put into operation early this year. Skelly, working on expansion programs with some 25 jobbers, next year plans to devote a large portion of its sales effort to convincing jobbers they must expand in order to remain competitive.

A Good Reason—Don H. Miller, Skelly's manager of wholesale sales, explained that the company is vitally interested in the jobber's progress because from 60 to 70% of its distribution, depending upon the product, is through jobbers. For this reason, it is in Skelly's interest to help its jobbers remain competitive, he said.

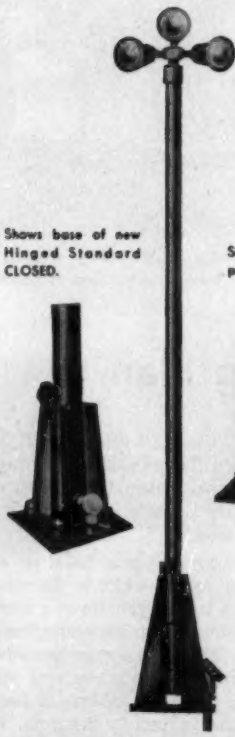
"We are trying to help build up an estate for the jobber while at the same time enabling him to remain as a completely independent businessman," said Mr. Miller. "The large companies have been and are building many new stations and we want our jobbers to keep pace with the industry's progress. In many cases, it is difficult for the jobber to obtain the necessary financing to do this. That is the reason we decided that Skelly, with its large resources, should do something to help him.

Jobber Keeps Title—Under Skelly's plan, the jobber is required to invest at least 25% in the new construction program, either for new stations or remodeling old outlets. Skelly then arranges a bank loan for the remaining 75%, making every effort to arrange for the lowest possible rate.

Skelly then takes a lease for the property from the jobber at a monthly rental which will pay off the loan over a 10-year period, Skelly, in turn, subleases the station back to the jobber at the same monthly rental. The jobber can pay off the loan at any time, without penalty, and as soon as the loan is

LIGHT IDEAS..

NEW, ALL NEW

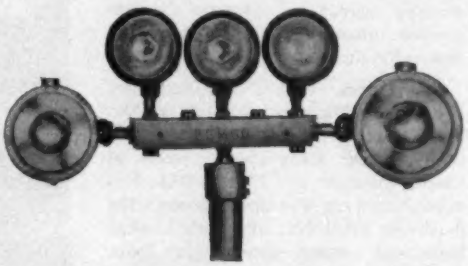


Shows base of new Hinged Standard CLOSED.

Shows base in OPEN position.

NEW LIGHTWEIGHT, LOW-COST HINGED STANDARD, designed for use with Pemco Floodspot Assemblies. It's simple to change a lamp! One man can "walk" the pole up or down. Fastens with a padlock and latch. 16' high. Wiring brought in by underground conduit through a service entrance elbow supplied with the pole.

NEW PEMCO WEATHERPROOF MOUNTING TROUGH, holds up to 10 lamp holders in a variety of combinations. Heavy duty cast aluminum, built to take a beating. Front plate removes for easy connecting on the job. Units can be locked in position with new Locking Device. Also available—new Pemco mounting boxes, versatile, practical—permit multi-cluster spot-flood arrangements.



NEW! LIGHT THAT TELLS AND SELLS!
Pemco's Fluorescent Island Light—modern illumination on the island—plus channels front and back to accommodate signs, on translucent plastic, with any message desired—in multiples of 4' long. Instant-start, weatherproofed construction, hinged doors make lamp replacement simple. Also available without sign arrangement.

PEMCO'S BIG, NEW 24" ISLAND LUMINAIRE, clean design, weatherproof construction, reflector to match your color scheme.

Both sides of socket housing come off easily to make wiring, socket changing, faster and simpler, speed up assembly. Locking device available.

Send For New Bulletin!

Pemco

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1200 N. 31st Street, Phila. 21, Pa.

Offices in Principal Cities

PHILADELPHIA ELECTRICAL & MFG. CO.
1200 N. 31st St., Philadelphia 21, Pa.

Please send me Bulletin No. 96 containing complete information, specifications on your new PEMCO Service Station Lighting equipment.

Name ..... *Title* .....

Company .....

Address .....

City ..... *Zone* ..... *State* .....

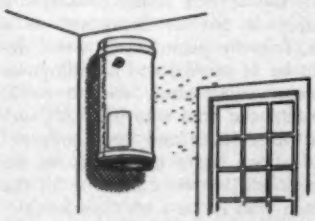
BRIGHT IDEAS FROM Pemco

- Hot water will cut car washing time!
- Lets you handle more "wash" customers per day!
- Equip stations with a **PEMCO ELECTRIC WATER HEATER**

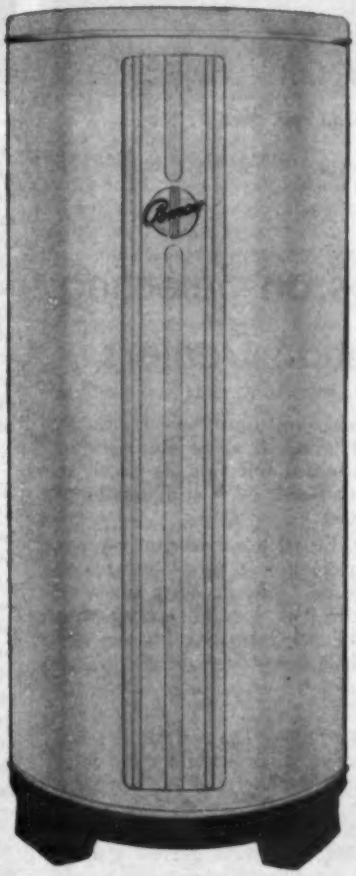
A plentiful supply of hot water will pay for itself—in more "wash" jobs, better "wash" jobs. Builds business, builds goodwill, thus helping sell other station items. Try it!

A modern Pemco quality water heater also guarantees a hot water supply for your rest rooms. Sizes available 30, 40, 50, 66, 80, 120 gallons. Small sizes for rest rooms—10 gal., 18 gal.

Write for Free Folder! Tells how to figure your hot water needs.



CAN BE WALL-MOUNTED TO SAVE STATION SPACE! Pemco Heaters meet all service station safety requirements.

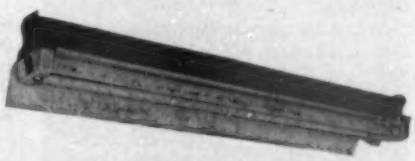


FOR YOUR RESTROOMS

Pemco's Fluorescent Circline series give you plenty of light, economical operation, long life.

OFFICE STYLING

Smart-looking, efficient, these Pemco models for the service station available in slimline or fluorescent styles.



FOR THE WASHROOM AND LUBE ROOM

These Pemco fluorescent models are gray outside, white inside, available with symmetric or asymmetric (III.) reflector.

Distributors! Pemco has territories available—inquire now.

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1200 N. 31st St., Philadelphia 21, Pa.

Send literature, please. We're interested in.....Service Station Lighting .....Water Heaters.

Name..... Title.....

Company.....

Address.....

City..... Zone..... State.....

paid, the leases may be terminated by either party.

But at all times, the jobber retains title to the property and is not bound by any contract or agreement to purchase his products from Skelly.

Planning Expansion—The company works closely with the jobber in planning and building the station, furnishing him expert help with all aspects of the program.

First, Skelly's credit department determines, mainly from the jobber's past record, whether he is financially able to assume an expansion program.

He is not required to furnish a financial statement, but the credit department must be certain that his financial status is sound. As one credit man said, "A jobber who cannot pay his bills has no business expanding." One important requirement is that the jobber must not take money from his necessary working capital to finance his portion of the program.

Once the jobber's financial status is approved, Skelly's real estate department surveys the proposed site chosen by the jobber to help him determine whether the land is valued correctly. It also assists him in determining whether the site is well located as to highways and traffic flow, and what potential might be expected from neighboring business and residential areas.

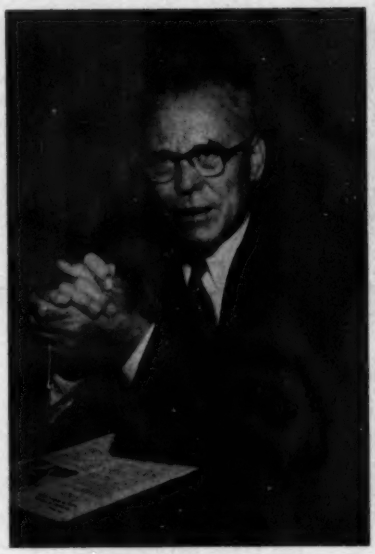
Construction Help—Next, Skelly's construction department studies the location and recommends the type of building it believes to be best suited for the particular site. If the jobber disagrees, he and the construction department work together until they reach agreement.

When bids are received, the construction department assists him in selecting the right contractors.

Helping to co-ordinate all these various activities are the members of Skelly's sales department.

In direct charge of the financing program is Jack Trowbridge, assistant sales manager, a veteran of 23 years in the Skelly organization.

Helps Keep Operators—"Many jobbers have overlooked one important reason why they should modernize and build new stations," Mr. Trowbridge said. "Today it is difficult to find good service station operators. That is true with all companies. And the good operators usually like to manage, and are attracted by new, modern stations. So it follows that if the jobber is to retain good station personnel, and find more, he must keep pace with his competitors in planning construction programs."



O. B. Lloyd gives . . .

Tips on Selecting Station Dealers

These comments are by O. B. Lloyd, general sales manager of Continental Oil Co., as given to Marvin Reid, NPN staff writer at Houston.

Mr. Lloyd has had many years of experience in handling dealer problems. His present position includes the job of seeing that dealer and jobber relations are kept in top-notch order.

FIRST STEP—"The best way to select prospective lessee operators for company stations? We think the first steps are up to us. We try to have a well located, modern service station. If we have this, we always interest a number of experienced operators who see the station frequently. Then from among those who show an interest by direct contact with us or by indirect contact with our other lessees—as very often happens—we try to spot the one who is most merchandising minded. We avoid the 'storekeeper' type. If the live merchandiser does not have the capital we still prefer him, and we can usually work out the financing problem". . . .

AGE—"We are not too concerned about the age of a prospective dealer or lessee. I've seen good, sound dealers in every age group from not much over 20 to men well past 60. Personality, good business practices and being unafraid of hard work are a lot more important than how many birthdays a dealer has had. Oh, of course, neither a youngster with no business experience at all nor a very old man too frail to be active would make a good dealer". . . .

EXPERIENCE—"How much should a new dealer have? Well, experience is helpful in any merchandising business, but in the service station business it probably is not as important as a warm, friendly personality, a real desire to be of service and a willingness to accept suggestions, and to work. Naturally, the man who has both successful experience and good personal qualifications has a head start on his competitiors, but we can do a lot for the man who is short on experience—and do it pretty fast, too". . . .

"TRAINING is essential to a new dealer. For many years we have found it extremely helpful to a new dealer to have experienced service station specialists 'live with' the dealer for an extended period while he's getting the 'feel' of the business. We don't try to tell him how to run his business, but we do offer to show him the best ways of getting profitable results, based on what we are learning all the time from our most successful dealers" . . .

FINANCES — "How much capital should a new dealer have to start a station? I don't want to sound too sure about that. Probably less than that needed in any other retail business of comparable potential, but it depends on the size of the operation. In most cases, a dealer can get started with $3,500 to $7,500 investment. He needs enough cash or credit to provide the right equipment to service his customers' cars and to carry a reasonable inventory, in addition to some working capital". . . .

ACCOUNTING—"One of the most important phases of good service station operation—and unfortunately one of the most neglected—is good, practical accounting. I don't mean by this that a dealer needs to be a certified public accountant to run a good station. But he'll make a lot more money if he keeps accurate, up-to-date records that show where his money comes from and where it goes". . . .

CLEANLINESS—"The importance of maintaining a clean, orderly-looking service station has been shouted from the rooftops ever since I've been in the oil business, but it's just as important now as it was 30 years ago. A clean station is a real "selling tool" in bringing back repeat business. This is particularly true in the case of selling to transients, where I can honestly say that I think a reputation for clean restrooms is as powerful an attraction for highway trade as any station man can devise. You want to get the type of dealer that understands the importance of cleanliness". . . .

SELLING—"You need an aggressive salesman to run a service station these days. If there's one basic element that 'separates the men from the boys,' it's the willingness of the successful dealer to do an aggressive selling job. Most any station will attract a few straggling customers. But the dealers who are making a handsome living out of their businesses are those who really solicit business at every opportunity—at the station, around their neighborhoods, and everywhere they meet people". . . .

"PERSONALITY of a service station operator is his most valuable asset. Examine just about any really successful service station business and you'll find the opterator to be a man who likes people and who is liked by people. A prosperous and well-maintained station reflects a dealer of attractive personality and good appearance". . . .

PROBLEMS—"What is the most pressing problem facing the dealer, himself, today? It's not easy to say which one. I couldn't be too positive, but I think right now it's the 'help situation.' There's no easy solution in finding, training and keeping good service station personnel. Station operators often are in competition with industrial employers for their manpower, and most of the more successful dealers have found that they 'get just about what they pay for' when employing driveway salesmen or lubrication experts. A dealer should look to his supplier for help in training personnel."

To Meet Your Needs...
YOU'RE RIGHT WITH
EVER-TITE

EVER-TITE serviceability prevents leaks and spills; reduces loading and delivery time.

EVER-TITE "the world's best quick coupling" makes your hose connections fast and sure.

EVER-TITE dependability means longer-lasting, trouble-free service. EVER-TITES never fail or jam.

EVER-TITE durability stands up under the toughest wear.

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AVAILABLE IN SIZES FOR EVERY NEED AT LEADING DISTRIBUTORS EVERYWHERE

EVER-TITE COUPLING CO.

254 WEST 54th STREET, NEW YORK 19, N. Y.

CHECKING all the lamps on customers' cars can result in . . .

PROFITS in a big market . . .

THROUGHOUT the year

Auto Lamps Are Always Profitable

The automobile lamp replacement business is noted for its healthy profit to service station dealers—and replacing a burned out lamp is one of the simplest TBA services.

Yet so many dealers adhere to the idea that the lamp business is seasonal, with the winter months best for replacement. As a result, Independent marketers are passing by a big profit opportunity by failing to dispel this faulty tradition.

For instance, the lamp replacement market this year is an estimated $65,500,000, and the motoring public will need 21,947,000 sealed beam lamps and 153,629,000 miniature lamps for passenger car replacements.

The average replacement rate is half a sealed beam lamp and 3½ miniature lamps per car per year. A sealed beam lists at $1.60 and miniature lamps average 19.8¢ each.

Some idea of the auto lamp market can be gathered from vehicle inspection records of those states where inspection is compulsory. The statistics show:

Per Cent With Faulty Headlights

	Spring Inspection	Fall Inspection
Colorado	36.5%	36.8%
Maine	39.2	44.0
New Hampshire	35.5	32.5
New Jersey	25.3	28.1
Vermont	57.7	57.7
Washington, D.C.	19.2	...
AVERAGE	35.5%	39.8%

Reasons for tagging headlights as faulty include improper aiming, inadequate light output, unbalanced lighting, cracked or missing lenses and burned out lamps.

The statistics from these states cover only faulty headlights. In addition cars are rejected as unsafe when other exterior lights are defective.

During the National Safety Council's nation-wide vehicle check last year it was found that one of 12 cars had defective front lights, and one of 14 had defective rear lights.

Aiming a Problem—The Council points out that one of the major problems with automobile headlights is glare from oncoming vehicles due to bad aiming. This is not only a problem of high beams versus low beams, but one of maladjustment.

Tail lights and brake lights that don't work right are another cause of many accidents, says the Council. "Many rear end collisions could be avoided if the following driver knew the vehicle in front of him was preparing to stop."

The average passenger car is driven into some service station on the average of 92 times per year. There is no better time for the station operator to perform this profitable service: filling a TBA need by replacing a burned out or otherwise defective lamp.

12-Volt Lamps—Now is a good time for marketers to check their dealers' auto lamp stocks. Among the items they will need is a supply of 12-volt lamps to take care of early replacements on 1953 Oldsmobiles, Cadillacs, Series 50-70 Buicks, and Chrysler Crown Imperials.

As a means of helping understand what is ahead in 12-volt lighting, Tung-Sol Electric, Inc., has drawn up questions and answers on the subject:

How do 12-volt lamps compare with 6-volt lamps?

From the lamp manufacturers' point of view, a 6-8-volt lamp is a better product because it is optically better and more rugged. The tungsten filament wire in the 6-volt lamp is about half as long and about twice the diameter of the 12-volt filament. Consequently the 12-volt filament will not withstand as much shock or vibration. The 6-volt lamp is optically better because the light source in the 12-volt lamp is necessarily larger and can not be controlled as well. Proper aiming of the 12-volt headlights is essential if maximum light output is to be obtained.

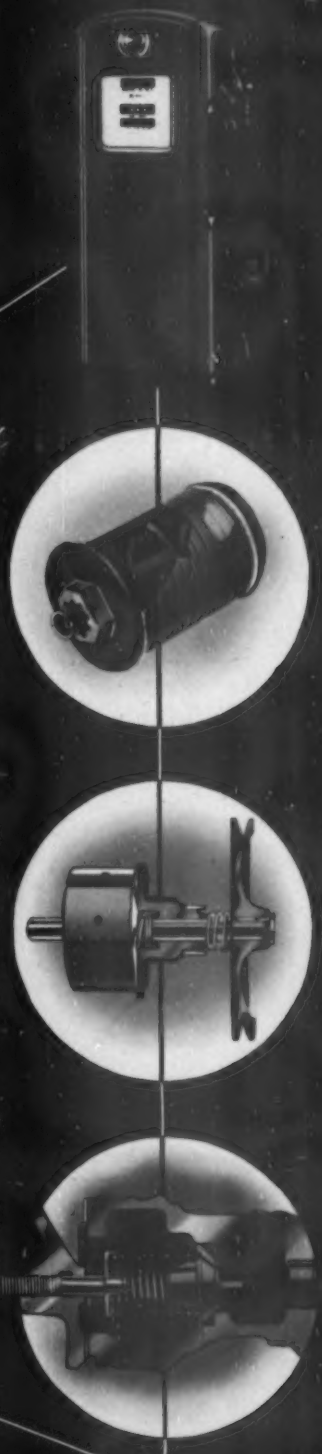
How can 12-volt lamps be identified?

From outward appearances the 12-volt and 6-volt lamps are identical. Their bases are the same size and construction is identical. The only means of identifying the miniature lamps will be by part number. The part number and voltage will be

HOW MUCH should pump maintenance cost?

Are collapsed strainers, worn gears, valve replacements and costly by-pass adjustments creating an excessive pump maintenance bill for you? If so, upkeep expense is stealing your profits. Bennett eliminates these "hidden costs" — every part of the Bennett pumping unit assembly is built to stand up over long periods, under rugged conditions with minimum upkeep. That's why Bennett invites maintenance cost comparison. Your John Wood Representative can help you set up a program to spotlight "hidden costs" and show you why

You can't discount Bennett *Quality*



100 Mesh Strainer

Extra large reinforced Monel screen seats perfectly — can't collapse, protects working parts from scale and foreign particles. Accessible for quick cleaning.

Rotary Vane Pump

Case hardened shaft is chrome plated. Celeron vane inserts reduce noise and streamlined ports eliminate pulsation. Rotary seal eliminates packing gland trouble. Always maintains high vacuum.

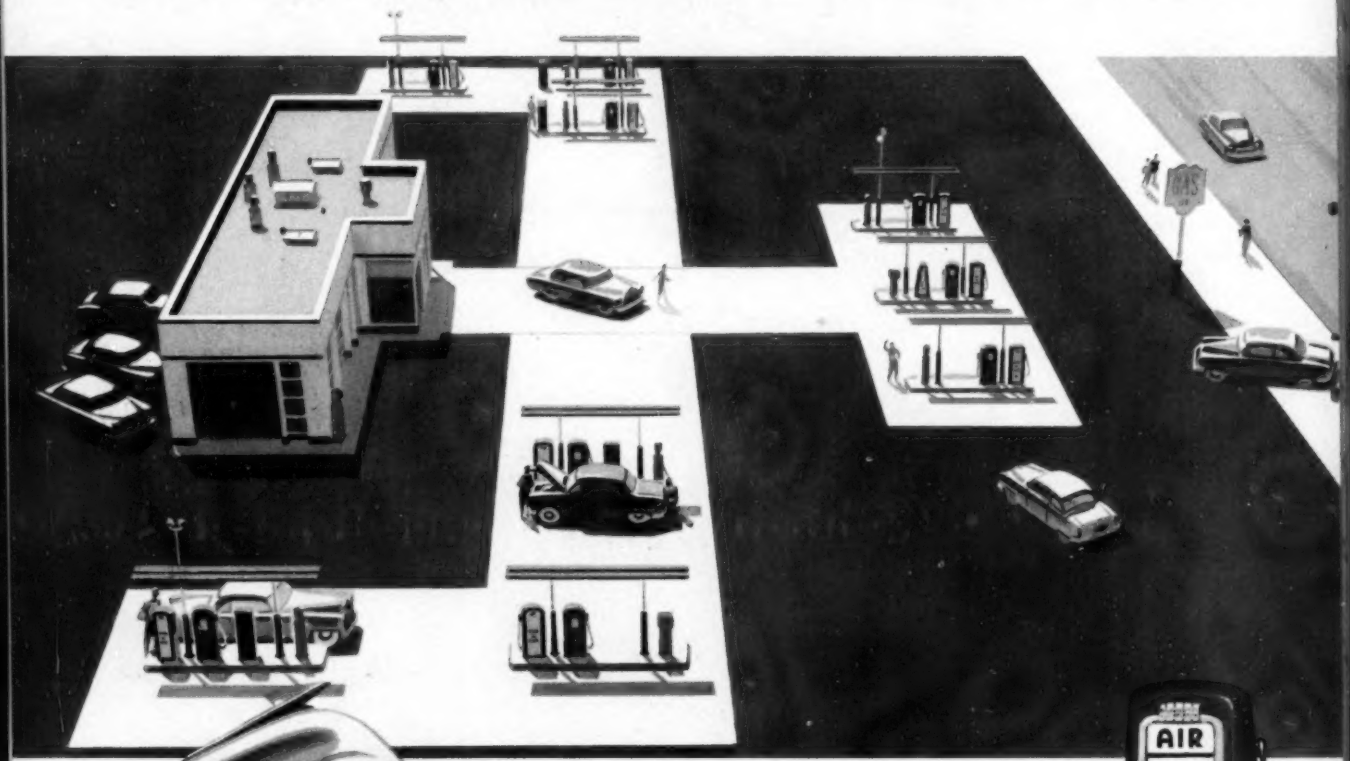
Bronze By-Pass Valve

Easily adjusted from outside for high vertical lifts. Guided to positive seat by flutes. Quiet dependable operation.

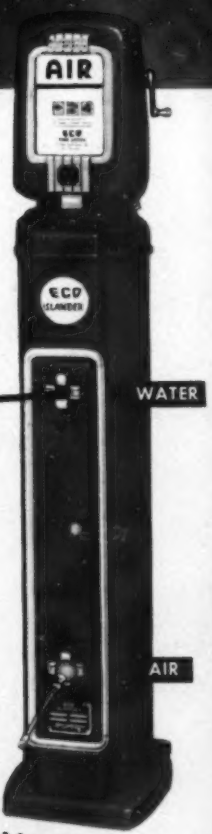
Write for details on the new Bennett Multi Service System — today's most efficient remote control fueling units

JOHN WOOD COMPANY · BENNETT PUMP DIVISION · Muskegon, Michigan

THE WORLD'S MOST MODERN SERVICE STATIONS SPEED TRAFFIC WITH ECO ISLANDERS



At this giant multi-island station — actually in existence—11 Islanders help serve motorists with fast, efficient air and water service. 8 Islanders are equipped with Eco Automatic Tire-flators; three have cash boxes for quick change service. Every part of this ultra-modern layout is designed to increase gallonage and TBA volume. Islanders put speedy automatic tire inflation and water service into the island service-sales routine — to help make the most of those vital few minutes with the motorist, at the pump, where TBA sales begin.



MODEL 244AWT holds 20 foot water hose and 25 foot air hose fully enclosed out of way. Tire-flator unit automatically inflates to exact pressures of 5 to 110 lbs. Other models have a cash box, sign, pylon or mushroom light fixture or bracket for re-use of existing lights. ECO TIREFLATORS are available for drive, wall, post, or overhead remote installation.

JOHN WOOD COMPANY · BENNETT PUMP DIVISION · Muskegon, Michigan

DISTRICT OFFICES: Atlanta • Baltimore • Boston • Buffalo • Charleston • Chicago • Cleveland • Dallas • Denver • Detroit • Kansas City Little Rock • Los Angeles • New Orleans • New York • Philadelphia • Pittsburgh • Rochester • Salt Lake • Seattle • St. Paul • San Francisco

IN CANADA: Toronto • Montreal • Vancouver • Winnipeg

EXPORT: John Wood International Corporation, 29 Broadway, N. Y.

stamped on the boxes and on the base of each lamp.

In the sealed beam, 12-volt line, Tung-Sol is doing the following:

1. The lamp boxes will carry the part number, voltage characteristics and the word "Passenger."
2. The numeral "12" will be molded in the center of the lens.
3. The stamp on the back of the lamp will read, "Tung-Sol, 4400, 12-16 V Passenger."

What is the difference between the 4400 12-volt passenger car lamp and the 4430 12-volt truck lamp?

The 4430 is of more rugged filament construction to take rougher treatment and more vibration. Consequently, some of the light output had to be sacrificed.

What will happen if a 12-volt lamp is installed in a 6-volt system, or vice versa?

If a 12-volt lamp is installed in a 6-volt system the lamp won't light. Nothing will happen to the lamp, or the electrical system. However, if a 6-volt lamp is placed in a 12-volt system, the filament will burn out as soon as current is applied.

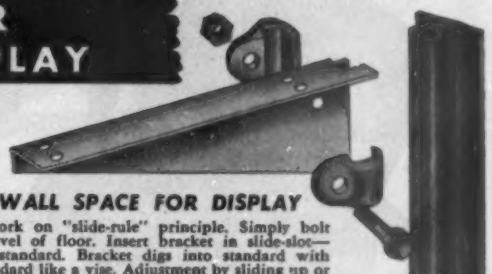
. . . in Brief

Goerlich's Muffler Display

Goerlich's, of Toledo, Ohio, has introduced a new muffler merchandiser rack that can be wheeled to any location while fully loaded. It displays four mufflers and holds eight additional packaged mufflers in stock. A sign and a used muffler remind motorists to have exhaust systems checked often. Made of extra heavy gauge wire, the rust-proof rack measures 20½ inches wide, 24½ inches deep and 52½ inches high.

E-Z SHELVING
FOR BETTER SALES DISPLAY

CLAMP BITES INTO STANDARD—WORKS ON VISE PRINCIPLE



● Built for the Petroleum Industry by a Petroleum Transport Manufacturer —that's "E-Z" SHELVING HARDWARE, which is "setting the style" in leading Service Stations wanting the finest DISPLAYS of merchandise.

USES EVERY INCH OF WALL SPACE FOR DISPLAY

"E-Z" Brackets and Standards work on "slide-rule" principle. Simply bolt standard to wall—disregarding level of floor. Insert bracket in slide-slot—bolt clamp bracket and lock to standard. Bracket digs into standard with weight of load. Clamp holds to standard like a vise. Adjustment by sliding up or down at pin-point variations. Makes solid displays. 12-gauge steel brackets in sizes 6" to 30". 14-gauge standards 33" to 96". Fits around windows, doors, pipes, etc. Handsomely finished. Very inexpensive. Cheap enough for storage. Rearrange entire loaded shelf in minutes. Write for FREE PLAN BOOK.

"IT'S OUT IN FRONT IN EYE APPEAL"

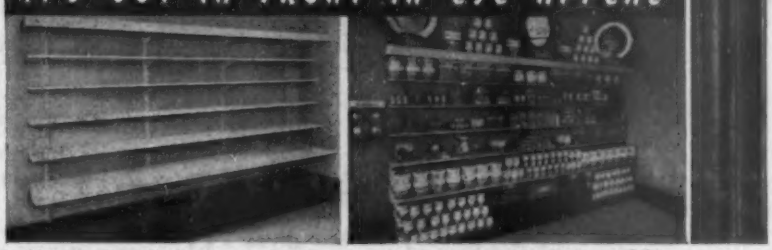


Illustration shows blank wall made into large display shelves in few hours.

Carries heavy, mass display, "E-Z" supports concealed.

GOOD JOBBER TERRITORIES ARE STILL AVAILABLE

WRITE FOR CATALOG—PRICES & INSTALLATION PLANS

Standard Steel Works
DEPT. NP8, NORTH KANSAS CITY, MISSOURI

THERE'S ONLY ONE NATIONAL GRE-ZER-ATOR

with the NEW REVERSABOUT... BOOSTER

SIMPLE TO CHANGE!

ONE MAN . . . ONE HAND HI-PRESSURE GREASE GUN

The new Gre-Zer-Ator is designed to give the finest specialized service. Develops more than 7,000 pounds pressure without air or electrical connections. New REVERSABOUT Pressure Booster allows push or pull action to assure convenient and efficient operation.

GRE-ZER-ATOR Exclusives:

First one-man, one-hand, high-pressure grease gun made for ordinary refinery container • Self adjusting cam lock on cover safely holds pump in fixed position • New REVERSABOUT Booster gives dependable, trouble-free service with greater output • No tools needed for assembly or operation • More grease per charge of pump with larger tube and foot valve with greater spring pressure • REVERSABOUT Booster is easy to clean and repair • CONTACTO Coupler clings to hard-to-reach fittings.

Write for complete information on all Zee Line equipment. Get the facts on the all-new Super Heavy-Duty Gre-Zer-Ator — available now!

NATIONAL SALES, INC. 812 NORTH MAIN • WICHITA, KANSAS
ZEE LINE PROMOTIONAL LUBRICATING EQUIPMENT

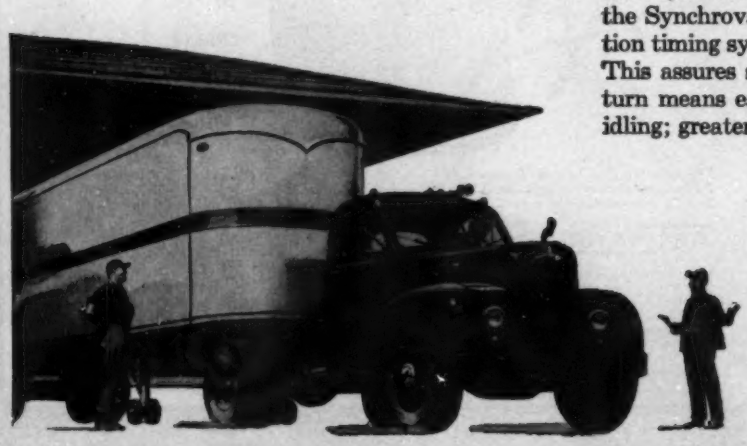
What's the Story

It's the story of a diesel powerplant that gives . . .

More miles per gallon than any comparable engine

—a story of vital interest to every owner of diesel-powered trucks and to thousands of other truck owners whose limited mileage has, up to now, prevented them from realizing on the profit possibilities of diesel operation.

With the Mack Thermodyne Diesel, truck operators get fuel economy the like of which has never been known before—big savings that pay off the investment cost of diesel equipment in much shorter mileage time . . . giving you the profits that only the Mack Diesel can provide.



what's the basis of this new economy?

Operators everywhere are telling us that the Mack Thermodyne Diesel is delivering more miles per gallon than any comparable diesel on the road. This remarkable economy is made possible by unusually high thermal efficiency achieved through a new and advanced combustion system. It enables the Mack Thermodyne Diesel to squeeze more energy out of a given amount of diesel fuel than any other truck engine—and to convert this energy into useful power.

what do you mean by useful power?

Maximum useable power to drive the wheels of your truck—that's what really makes performance. The Mack Thermodyne Diesel turns into useable power a higher percentage of the heat it generates. Such high thermal efficiency means that less horsepower need be sacrificed to cool the engine. Thus, more horsepower actually reaches the wheels. Result: better performance—maximum efficiency and economy.

how about smooth, easy running?

You get it with the Mack diesel—and for good reason. No one would think of buying a gasoline engine with fixed spark timing and yet most diesels have fixed injection timing. The Mack Thermodyne Diesel, however, utilizes an exclusive device called the Synchrovance which provides automatic injection timing synchronized to the speed of the engine. This assures smooth, shockless combustion and in turn means easier starting; smoother running and idling; greater engine flexibility and responsiveness.

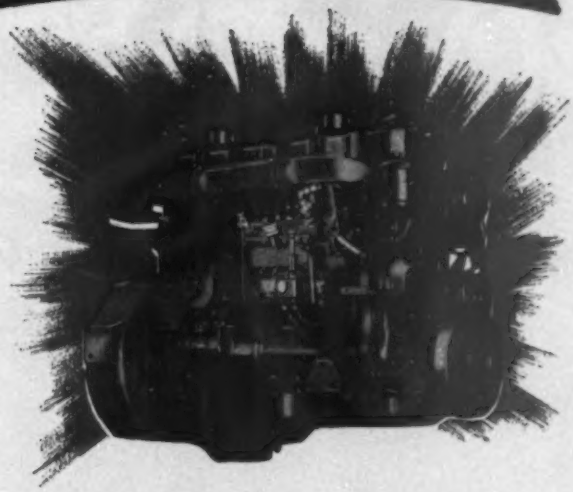
on the New Mack Diesel?

is it true that the Mack Diesel provides full engine braking?

Yes. The Mack Thermodyne Diesel, unlike most automotive diesels, provides full retarding effect for engine braking on downgrades. Complete fuel shut-off when coasting is automatically assured because fuel injection is rack-controlled by an exclusive, variable-speed hydraulic governor. Mack's full engine retardation means more positive control for greater safety. It also means substantial savings in brake maintenance costs—a really sizeable item in fleet operation.

is the Mack Diesel easy to maintain?

Very definitely. Mack's four-cycle Thermodyne engine design with its robust, durable construction and fine balance means longer periods between overhauls. For many operators the Mack Thermodyne Diesel has run up twice the mileage of other diesels without need for major overhauling. What's also important, replacement parts are reasonable in cost when needed. In most instances, Mack diesel parts cost no more than similar Mack gasoline engine parts. Another advantage of the Mack diesel is its simplicity of design which requires no extensive training of maintenance personnel.



has this engine been thoroughly tried and proven?

It certainly has. Fleets of these Mack Thermodyne Diesels in all parts of the country are in daily operation. It has been thoroughly proved under varied operating conditions and has been exhaustively tested in well over a million miles of rigorous service during the past 2½ years. In reality, the Mack Thermodyne Diesel represents an improved combination of time-proved features that cannot be found on any other engine.

• • •

For conclusive evidence of the truly amazing savings that operators are obtaining with the Mack Thermodyne Diesel, get the story first hand. Your nearby Mack branch or distributor will gladly refer you to users of the Mack Thermodyne Diesel whose operating conditions are similar to your own.

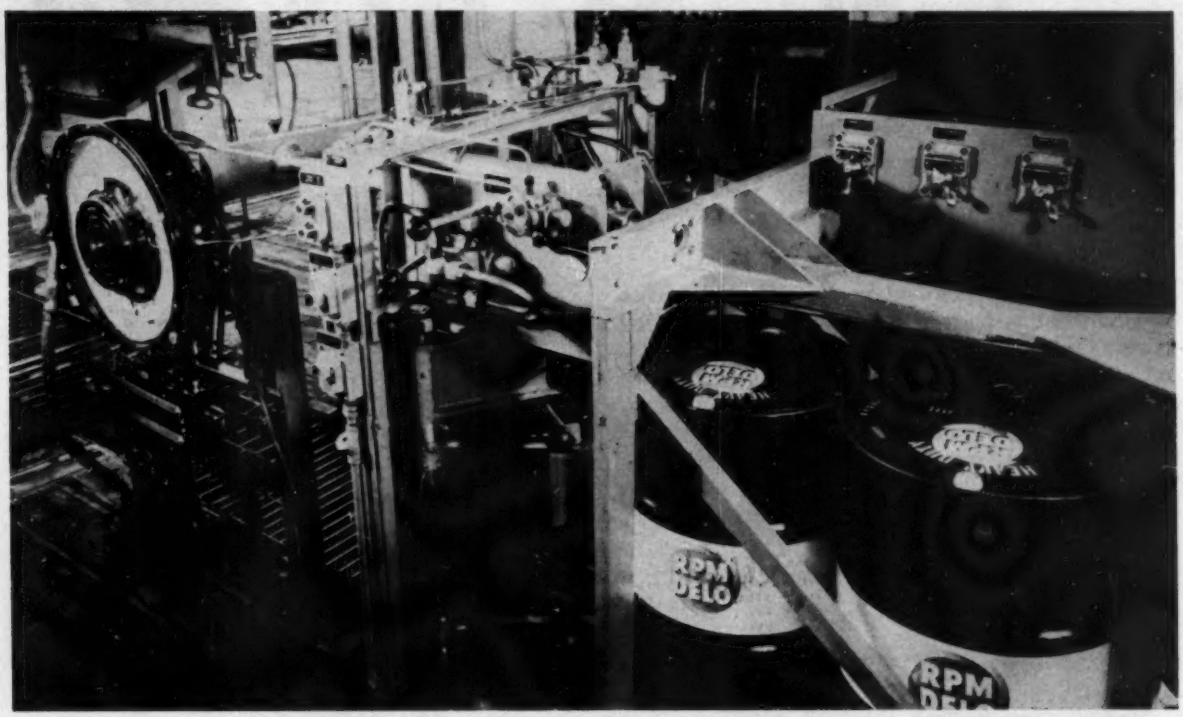
1953

MACK

Producer Of More Diesel-Powered Trucks Than Any Other Manufacturer

Mack Trucks

Mack Trucks, Empire State Building, New York 1, N. Y. Factory branches and distributors in all principal cities for service and parts. In Canada: Mack Trucks of Canada, Ltd.



EMPTY DRUMS arrive at upstream end of the automatic drum filler where roller gates admit only one drum at a time

Drum Filler Cuts Costs to the Bone

By Frank Breese, NPN Staff Writer

Standard of California has developed what it calls the world's only completely automatic drum filler.

The machine enables one man to fill a thousand 55-gal. drums in a single eight-hour day. Standard has used it for lubricating and other oils, but it can handle almost any type of liquid.

The drum-filler specalizes in 55-gal. drums. These come in several types, varying in weight, height, and position of the bung hole. But one of the features of the machine is that it automatically compensates for these variations.

The equipment has been in use for several months at Standard's Richmond, Calif., refinery. The Rucker Co., Oakland, Calif., has a license for Standard to manufacture the drum filler.

The machine costs $25,000. But because it can be operated by one man, it can pay for itself in about 20 months, according to the Rucker company's economic study. This states that it would take 3.5 men to fill 1,000 b/d with ordinary equipment. So the machine saves the labor of 2.5 men each day. Estimating payroll at $4,200 a man, the saving would be $10,500 a year.

The report also estimates savings on overfills at $22,100 a year. Rucker's study estimates an average overfill of 1 lb. per bbl. with the machine, compared to 2 lbs. in a manual operation.

Gross saving is estimated at $32,600 a year after $200 is deducted for maintenance expense. But income tax of 55% also must be deducted, making the annual savings $14,670.

How It Works—The bung-locating device is the first station on the conveyor line. Actuated by hydraulic cylinders the rollers feed empty drums into this station, one at a time. Here two rollers come to bear on the top chine of the drum. First they hold it in place, then rotate it slowly.

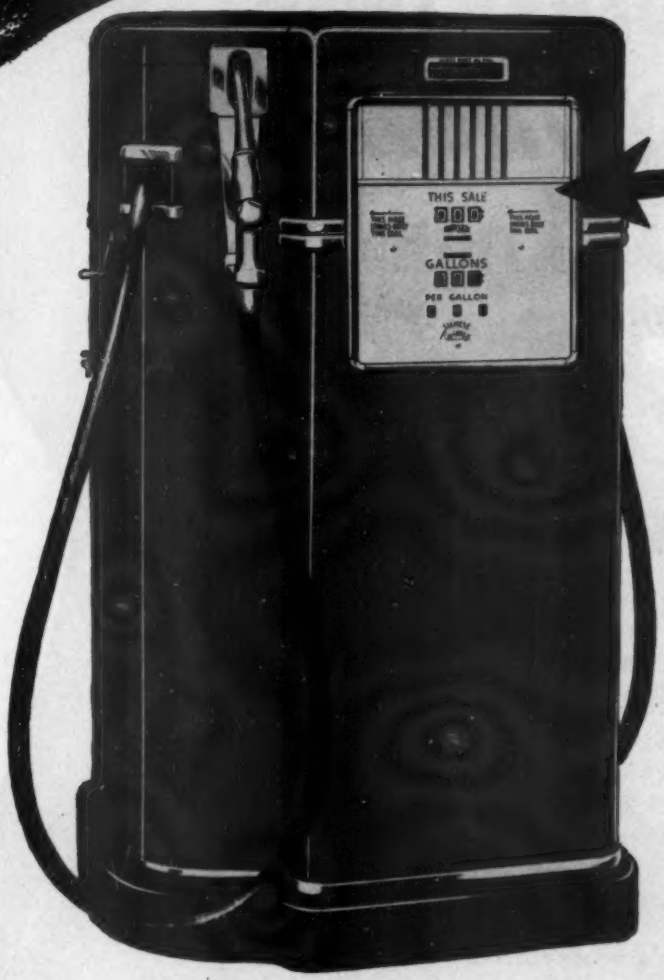
Meanwhile, an overhead carriage lowers to the top of the barrel. In it is a finger which rides over the top of the drum as it rotates. When the bung comes into a position on the centerline of the conveyor, the finger drops in. This action sends a signal through the control circuit to halt the rotation and to open the gate for the next movement—the filling operation.

The Filling Operation—The drum moves down the conveyor line to the second station, which is the filling scale. When the drum is in position on the scale, the overhead carriage rises and retracts to its original place at the first station ready to work on the next empty drum.

In the filling station, a sensitive

THERE'S ONLY ONE SIDE TO THIS STORY...

...THE CUSTOMER'S SIDE



Your customer sees only the side that records the sale to HIS car. Bowser's single dial is doubtproof — insures confidence. Compare, and you will choose . . .

THE ORIGINAL

BOWSER ESTABLISHED 1885

Siamese Rol-Way

2-CAR PUMP

CUSTOMERS SEE IT . . . *LIKE IT*

Marketers everywhere prefer the compact Bowser "Siamese." Occupies only slightly more island space than a single-hose pedestal.

Uses existing suction and conduit. Speeds service. Improves driveway traffic pattern. Bowser Siamese 2-CAR PUMP HAS BOOSTED GALLONAGE EVERYWHERE IT IS USED.

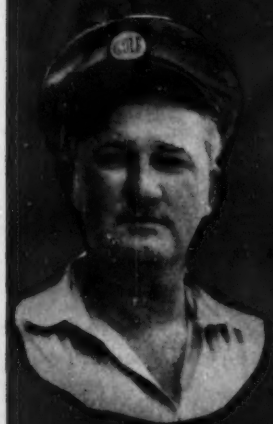
Ask your BOWSER man to show you the installation nearest you. See it in action!

BOWSER

BOWSER, INC., 1301 CREIGHTON AVENUE, FORT WAYNE 2, IND.

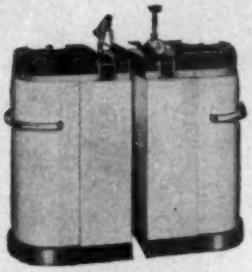
REGIONAL OFFICES: Atlanta - Cleveland - Dallas - Fort Wayne - Kansas City - New York - San Francisco - Hamilton, Ontario

NOW SAVE Lincoln



Lincoln's NEW

Styl Engineered LUBRICATING EQUIPMENT



CHASSISLUBER* and GEARLUBER*

Each unit incorporates in its cabinet an Air-Motor operated Lubrigun; and an Air-Operated, automatic retracting Reel and Hose Assembly. Semi-circular Sleeve and Lubrigun are easily raised, as a single unit, to fully elevated position where it locks automatically permitting fast, easy change of 100-lb. drum. Arranged back-to-back, alongside lift, units present the appearance of a single battery of equipment. Provides the ultimate in speed, efficiency and merchandising effectiveness. No installation expense!

MATCHED PORTABLE CABINET MODELS

This new economy-priced line of matched lubrication units includes an Air-Motor operated Chassis Lubrigun, manually operated Gear Dispenser, Automatic Transmission Fluid Dispenser (not illustrated), and Drainmobile. Sleeve and Pump can be raised, as a single unit, for fast, easy change of 100 lb. drums. Units roll smoothly and safely on free-swiveling, four caster Bases. Here is superb decorative equipment at lowest price, yet consistent with Lincoln's high standard of quality.

DISPOSOIL*—WASTE OIL DRAIN

Completely eliminates the rehandling of waste oil. Drain Bowl holds up to 3½ gals. Telescopes to 72" from floor. Adapter casting, furnished with unit, threads into bung-opening of empty drum or stand-pipe leading to sump tank. Stud in casting opens Valve in Drain Bowl for emptying. Adjustable Hinge Cover on Bowl catches oil from hard-to-reach drain plugs. Easily moved wherever desired by tilting and rolling unit on circular base.

PORTABLE TWO PUMP AUTOLUBER*

A complete multi-purpose, portable lubrication unit. Cabinet houses two Air-Motor operated Lubriguns, 100 lb. drum size, one for Chassis lubricant and one for Gear lubricant. Hose Assemblies for each Service are housed in separate compartments in center of cabinet—may be easily withdrawn or returned from either side of the cabinet. Unit has the same fast, one-man drum changing feature incorporated in the Chassis and Gearlubers. Air inlet on each end of Cabinet permits connection of air supply line to either Lubrigun. No installation expense!

"972" CHASSIS LUBRIGUN*

Here is the new Model 972—the value leader in portable, Hi-Pressure Chassis Lubriguns. Incorporates the same famous 50 to 1 pressure ratio, Air-Motor operated Pump used in Lincoln's most expensive models. Sleeve accommodates 25 or 50 lb. refinery container. Drum can be changed in less than a minute. Unit includes 6-Ft. Hose Assembly, and is mounted on free-rolling, four-caster Base.

20 Different Ways TO PLAN

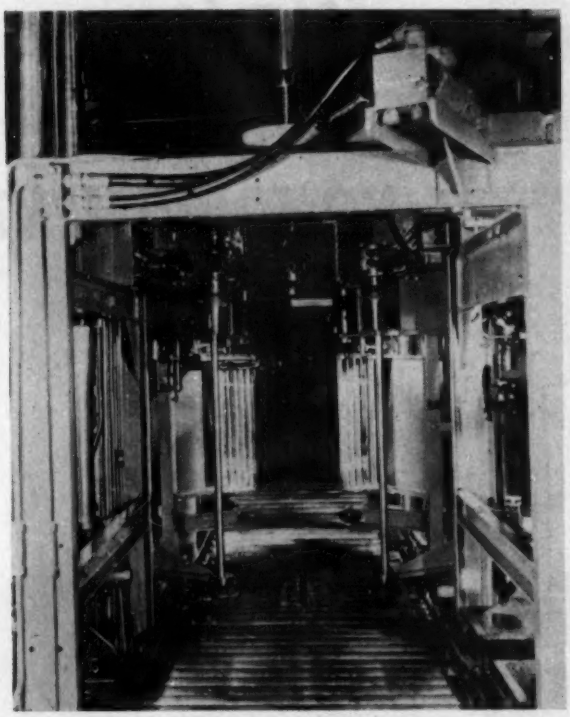
MODERN, MONEY-MAKING LUBE DEPARTMENTS . . .

are contained in Lincoln's new Lubrication Department Plan Book (Catalog 500). Write or call your Lincoln Wholesaler for your FREE copy today.

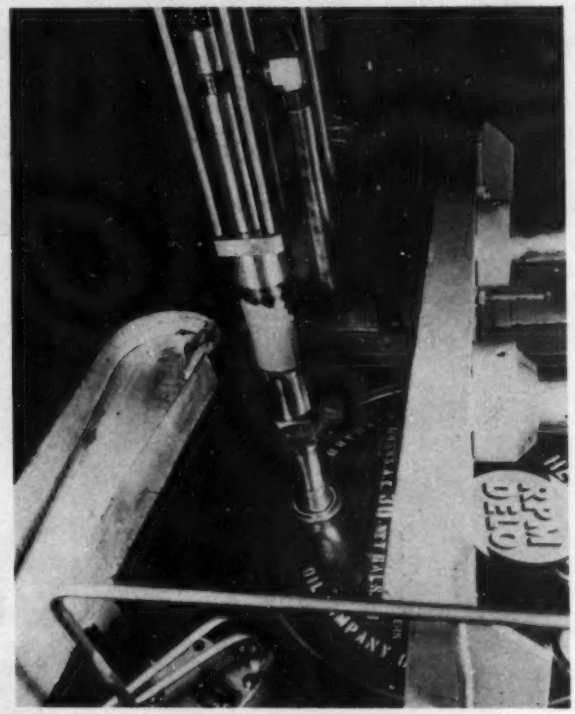
*Tradename Registered

In the Mos[illegible] Lubricating Equipment

[illegible] COMPANY, 5702-74 Natural Bridge Ave., St. Louis 20, Mo.



"DRUM'S EYE" view of filling machine from the downstream end. Admitting gate and rollers which rotate drum at the bung location station are shown



FILLING STATION where empty drum rests on scale platform with open bung positioned under the lance. As the lance descends the foot valve opens

INVENTORS—The automatic drum filler was developed by, left to right: Rufus P. Ranney, engineer at Standard of California's Richmond refinery; Albert S. Guerard, assistant chief engineer; and Donald H. Reese, engineer. They are discussing the machine with Victor J. Alameda (extreme right), lead machinist at the plant

scale automatically computes the weight of the empty drum. Then a filling lance lowers into the bung of the newly-placed drum. When the lance approaches the bottom of the drum it starts flowing oil.

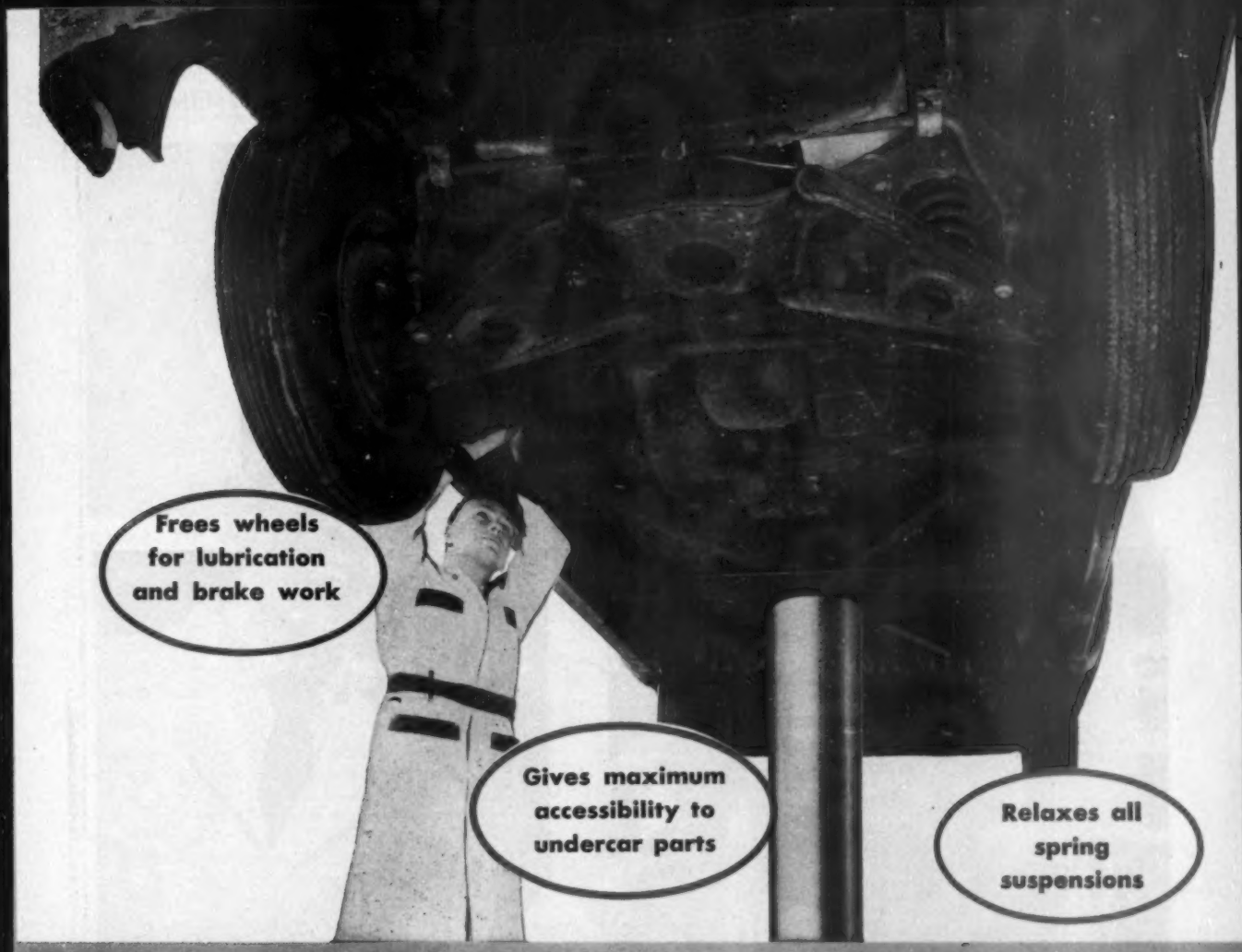
Gushing oil at 225 gpm, the lance is quickly submerged and stays that way until the barrel is filled. This cuts down foaming. Another feature of the filling lance is a spurt-diffusing head to prevent the scale from weighing the force of the stream of oil.

Cut-Off—Automatic cut-off comes in two steps. First, when the scale indicates a proper net weight, minus several pounds, the rate of flow drops to a trickle. When the correct net weight registers, the flow cuts completely.

The filling lance withdraws from the drum and as it reaches the top of its stroke, a drip pan automatically swings below it to keep the tops of the drums clean.

Then the bung-locating stations goes into action again pushing the filled barrel off the scale and pulling the empty one on.

Safety Devices—The machine contains several safety devices which pre-


Frees wheels for lubrication and brake work
Gives maximum accessibility to undercar parts
Relaxes all spring suspensions

New, Economical

ROTARY FRAME PICK-UP LIFT

Greater accessibility for lubrication and repair jobs

This new lift brings hard-to-reach undercar parts "out in the open" for fastest, most profitable service, repairs, lubrication or brake work. The rugged Frame Pick-Up Lift meets problems imposed by such new car features as automatic transmissions, intricate wheel suspensions and low fender skirting. And it's equally efficient for all models of old cars. A great labor-saver on repair jobs, the Frame Pick-Up Lift is ideal for lubrication and brake work because it relaxes spring suspensions and frees the wheels. It will handle practically all cars without using adapters. Simple adapters are furnished for unusual frames.

Engineered and manufactured by

ROTARY LIFT CO.

1059 Kansas, Memphis, 2, Tenn.

Write for catalog and prices

INLUCITE 21

Lithium-base Multi-Purpose Grease

Saves Greasing Time

AND DOES A BETTER JOB

One grease—one gun—and a better job! That's why one oil company after another has dropped other single-purpose lubricants. That's why they use only **INLUCITE 21** in universal joints, water pumps, chassis and wheel bearings.

Field studies by one oil company show substantial savings in man hours and product cost plus an 85% boost in gross profits. Furthermore, total grease jobs in the period jumped 39%.

Because INLUCITE 21 is superior to every specialized grease it replaces, its use means greater lubrication protection—greater customer satisfaction and more repeat business.

INLUCITE 21 is the registered trade name of the original lithium-base grease made under our exclusive patents.

WRITE FOR FULL DETAILS

INTERNATIONAL LUBRICANT CORPORATION • New Orleans

Manufacturers of Quality Lubricants **AVIATION • INDUSTRIAL • AUTOMOTIVE • MARINE**

With Research Comes Quality ★ *With Quality Comes Leadership*

LANCE TIP shown with foot valve opened. The slots divert the high-pressure oil stream and prevent the scale from weighing the velocity of the oil. This foot valve is normally closed when withdrawn from drum but was manually opened for the photo

vent spillage or machine damage in event of interruptions in power supply or other emergencies. First, if the supply of empty drums is interrupted an indicator valve is actuated in the circuit, and the machine will proceed only with the drum being filled on the scale, then wait for more empties. When the empties reach it, the machine resumes automatically.

Second, if the "finger" can't locate the bung, the barrel keeps rotating until the operator spots the trouble and fixes it. The carriage pushing empties to the filling station cannot move forward until the indicator valve shows the bung has been located.

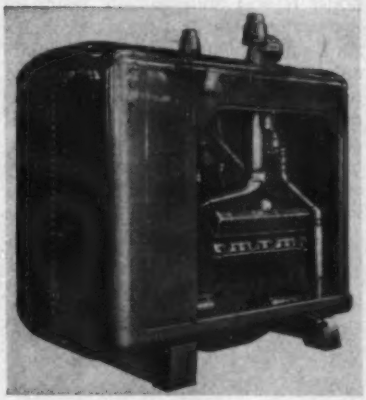
Third, if the power fails, no liquid can flow.

Multiple Lances—A multiple-lance system has been developed to accommodate a variety of types or grades of liquid. Previously, it was necessary to disengage and clean each lance before changing from one type of oil to another, causing a loss of time. The multiple-lance setup allows for selection.

The drum-filler is mostly hydraulic, though the control circuit contains a few air and electrical components.

Short Runs—To handle short runs, for which it is impractical to use the fully automatic filler, another model has been developed—a semi-automatic barrel-filler. The barrel is set in place manually for the filling which is then done automatically by pushing a button.

. . . in Brief



Industrial Engine

A new, valve-in-head, V-8 industrial engine develops 210 h.p. at 2,000 rpm. It can be equipped to burn gasoline, butane-propane, or natural gas. The engine has removable wet-type cylinder sleeves, cam-ground aluminum pistons, a gear-driven water pump, an extra heavy counter-balanced crankshaft, full-pressure lubrication, and water-cooled manifolds. Le Roi Co.

Circle No. 1 on Reply Coupon

Bookkeeping Machine

A new bookkeeping machine provides automatic computation and proof of net pay for each employe in one writing for all payroll records. With the complete pay statement with either check or cash envelope, a complete earnings record with a chronological history of earnings and deductions for each employe, and a complete pay register in perfect agreement with other records. Remington-Rand Inc.

Circle No. 2 on Reply Coupon

Vapor Degreaser

A new unitized method of vapor degreasing for cleaning industrial parts and materials does its job in pure, non-inflammable trichlorethylene vapors. Oily and greasy parts are lowered into the vapor zone of the barrel-type degreasing unit and thorough cleaning is effected in less than a minute. The degreaser requires five gal. of cleaning solvent for effective operation. It reclaims the dirty solvent for re-use by means of an air-cooled condenser which also controls the vapor height. The unit has a two-kilowatt electric heating unit, condensing chamber, thermostat, 15-ft. plug-in cord and unit cover. Baron Industries.

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On Any Equipment or Literature Described in This Issue

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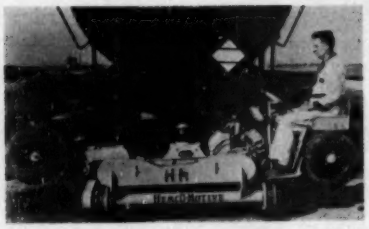
Circle the number on the coupon on next page which corresponds to the one that appears at the end of the item in which you are interested.

Fill in your name, address, etc.

Clip the coupon.

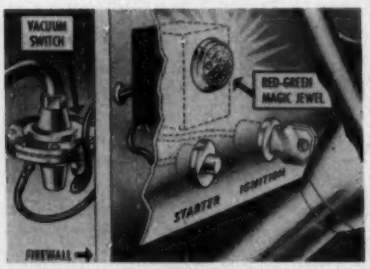
Mail it to the Readers' Information Service, NATIONAL PETROLEUM NEWS, 1213 West Third Street, Cleveland 13, Ohio. This department will forward your inquiry to the manufacturer.



Spots Railroad Cars

A roadable switch engine solves the problems of switching and spotting tank and other railroad cars. A hydraulic cylinder transfers the rail car's weight onto the unit thus giving the necessary traction on its drive wheels to pull the load. The equipment has sufficient power to pull three fully loaded cars, or six to eight empties. HemcOManufacturing, Inc.

Circle No. 4 on Reply Coupon



Automatic Starter Control

A new control device provides automatic starter operation and a visual indication of motor efficiency. The equipment consists of a vacuum-operated switch connected to the intake manifold. This actuates a red dash light when loss of vacuum indicates less than optimum operating conditions. It also automatically energizes the starter solenoid if the motor stalls. As a safety feature, the restarting circuit remains inoperative until the transmission is put in neutral. Under normal operating conditions, the indicator light on the dash shows green, but will turn red to show any of several mechanical deficiencies. These include faulty valves, bad carburetor adjustment, excessive brake drag, poor combustion, or motor failure from any cause. It also flashes red if the key is inadvertently left on. Gyro Control Co., Inc.

Circle No. 5 on Reply Coupon

Automatic Lift Truck Drive

A new automatic transmission is being made for Clark lift trucks. Advantages are elimination of gear clashing, smoother acceleration, more positive driver control, quick changeover from forward to reverse motion, and controlled "inching" ability. New unit is the result of three years of development and field tests. Clark Equipment Co.

Circle No. 6 on Reply Coupon

More Traction on Lift Truck

A new "NoSpin" differential has been developed for use on Towmotor's LT-60 model lift truck which is used largely for outdoor materials handling operations where traction difficulties are frequently encountered. The new equipment is designed to give full power to both drive wheels under any operating conditions. The differential is available as original equipment at additional cost on new trucks and also is interchangeable with the standard differential. Towmotor Corp.

Circle No. 7 on Reply Coupon

Red Safety Cans

A new flame red color is used on a line of safety cans. The new color is designed to provide instant identification, high visibility and sharp contrast to fire fighting apparatus. The cans are used for holding flammable liquids. They bear the approval of Underwriters Laboratories, the Associated Factory Mutual Fire Insurance Companies, and the New York Fire Department. Size of cans ranges from a pint to 5 gal. Justrite Manufacturing Co.

Circle No. 8 on Reply Coupon

Oil-Resistant Flooring

An improved oil and grease-resistant floor is a type of oxychloride cement. It is a complete flooring unit in itself and no outside ingredients need be added, not even water. Each unit is packaged at the factory and is designed to cover a pre-determined area at an average depth of only one half inch. The product may be applied over old surfaces of concrete or wood and is available in several colors. United Laboratories, Inc.

Circle No. 9 on Reply Coupon

Readers' Information Service
NATIONAL PETROLEUM NEWS
1213 West Third Street
Cleveland 13, Ohio

September 30, 1953

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
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41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60

Name _____ Title _____

Company _____

Street Address _____

City _____ Zone _____ State _____

(PLEASE PRINT OR TYPE)

This is what Nathaniel H. Walton, owner-operator of Walton's Service Station, Center Ave. and Eighth St., Moorhead, Minn. says:

"It's the same idea as showing the oil dipstick. We show the actual gauge reading of a tire to our customers, explain how our Certified Air Service helps them save tires and money, makes a car ride and steer easier. This way we turn 'hoppers' into 'steadies'."

Increase *your* business with good Air Service. *Certify* your Air Service by using the 8106B Trutest Special to check all gauging equipment weekly. Use and sell finest quality Schrader Products, and you will notice the difference in your customers' interest in all your services. Order the Replacement Valves, Valve Caps and Cores, Gauges and Airline Parts you need today!

A. SCHRADER'S SON
Division of Scovill Manufacturing Company, Incorporated
470 Vanderbilt Avenue, Brooklyn 38, N. Y.

7750T Handy pencil-type Tire Gauge for—"dipstick approach".

5050 easy-to-read, accurate glove compartment Tire Gauges. Sell 'em to smart motorists.

Complete sets of 5 Replacement Cores and Caps. Display and sell them to motorists for the best protection of air in tires.

Schrader
REG. U. S. PAT. OFF.

FIRST NAME IN TIRE VALVES

FOR ORIGINAL EQUIPMENT AND REPLACEMENT

We've Made it Simple

TO CUT LIQUID STOCK LOSSES WITH . . .

This unalterable sealed-in ticket is mechanically printed by the remote register in the control room. It provides indisputable records for all accounting.

Get Supervisory Control Over Every Loading

Plus

MECHANIZED ACCOUNTING

Product loss control is only one advantage of the Rockwell system of remote registration. It also reduces to a minimum the time and effort required to prepare load records, invoices, bills of lading, etc., since all records are printed mechanically right in a remotely located register after each loading operation has been completed.

Tax savings, too, are made possible by this system of meter control since it provides acceptable records to justify tax deductions on stock transfer losses.

With load control centralized and mechanized at one point, supervision over every fill can be accomplished by a single operator. Speedier loading is another advantage of the Rockwell system and costs are reduced all along the line. Write for bulletin OG 324.

How this better system works

The row of office ticket printing registers at right is electrically synchronized to standard registers on the Rotocycle meters outside. Each office register is permanently inter-locked to one meter register on the rack and all gallonage dispensed through that meter is accurately recorded and printed under the direct control of the supervisor. This unit can also be wired to electrically control valves, pumps, alarms and other devices.

ROCKWELL — You Can RELY ON ROCKWELL

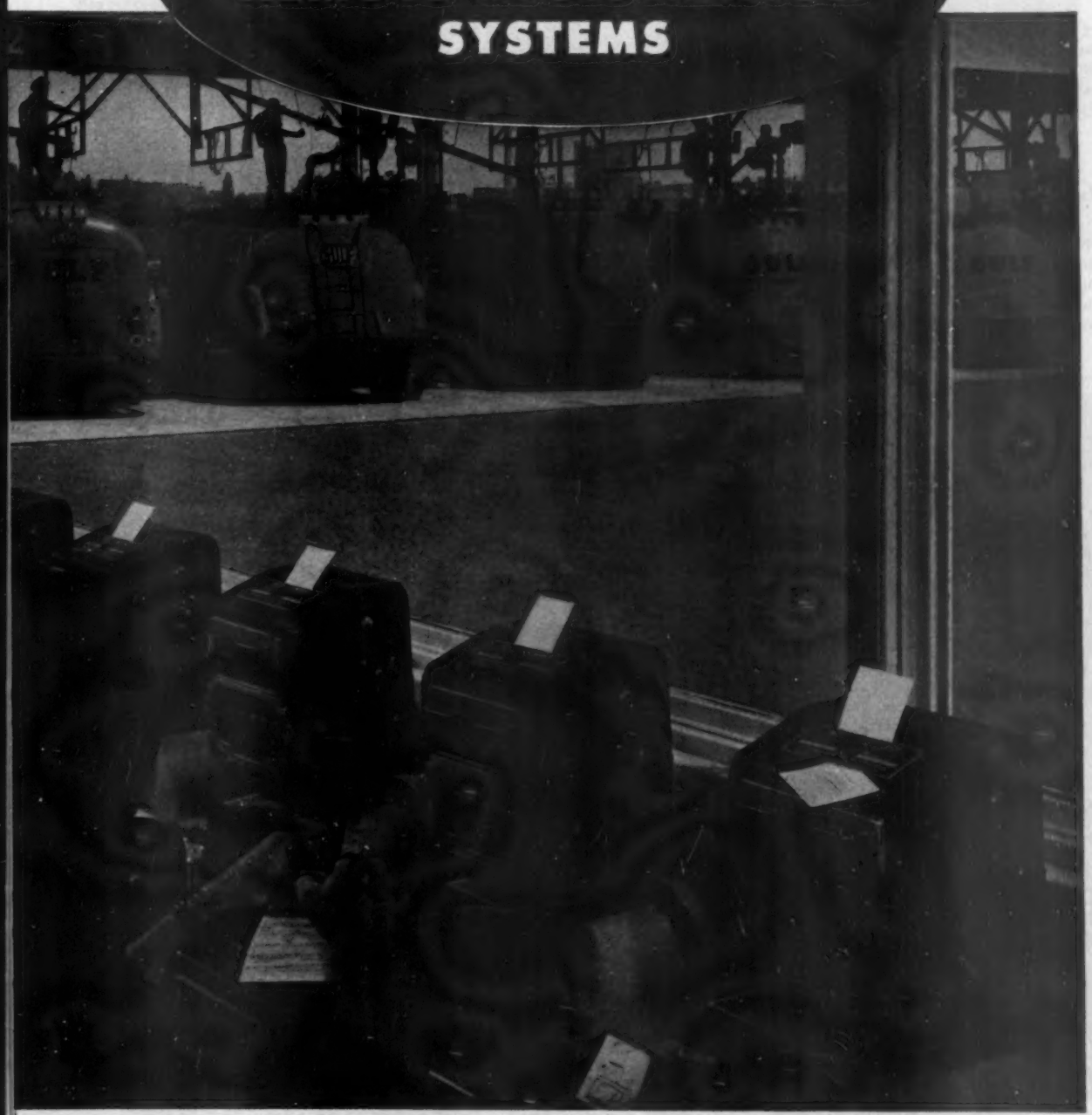
ROCKWELL MANUFACTURING COMPANY

PITTSBURGH 8, PA. Atlanta Boston Chicago Houston Kansas City
Los Angeles New York Pittsburgh San Francisco Seattle Tulsa

In Canada: Peacock Brothers Limited

The Rockwell Remote Registration System is completely safe —bears the UL seal of approval

ROCKWELL
REMOTE REGISTRATION SYSTEMS



EQUIPMENT

LITERATURE

Motor Bulletin

A line of electric motors built to supply power for pumps is described and illustrated in a new four-page bulletin. Wagner Electric Corp.

Circle No. 10 on Reply Coupon

Metal Products Listed

A new booklet shows manufacturer's line of metal products, including tank trucks and storage tanks for oil products. Publication is largely pictorial with some data on the company. Eaton Metal Products Co.

Circle No. 11 on Reply Coupon

Vertical Pump Motors

A bulletin on hollow and solid-shaft vertical pump motors shows the various types of enclosures available for the units and illustrates uses for the motors. Specific features of construction are given. Louis Allis Co.

Circle No. 12 on Reply Coupon

Wall Washing Machine

A portable, non-electric machine is available for cleaning walls and ceilings in office and other buildings. It consists of a cleaning solution tank and applicator, a rinsing tank and trowel and a drying trowel pad. A built-in hand pump supplies pressure for about six hours operation. Full details are given in a four-page folder. Ross & Story Products Corp.

Circle No. 13 on Reply Coupon

Lift Truck Features

A 36-page booklet gives the outstanding features of a new series of lift trucks which are said to drive like an automobile. Booklet also shows how the power unit can be stripped down for servicing in 22 seconds and how easy access is provided for other mechanical units. The Buda Co.

Circle No. 14 on Reply Coupon

Oil Hose

An eight-page booklet describes various types of oil hose for barge loading, oil suction and discharge, butane-propane, fuel oil, gasoline pump, tank truck, tank car and many others. Photographs, performance data, descriptions, sizes, working pressures, lengths and weights, and recommended uses are given. Information also is given on oil hose fitting and instructions on connecting them to the hose. Quaker Rubber Corp., division of H. K. Porter Co., Inc.

Circle No. 15 on Reply Coupon

Maintaining Fuel Pump

A new booklet describes the operation and repair of automotive fuel pumps. In addition to the operation of the pump, details on operation of combination fuel and vacuum pump, fuel pump testing, locating trouble and pump overhauling are given. AC Spark Plug division of General Motors.

Circle No. 16 on Reply Coupon

Floor Resurfacing

A new folder shows how a cold-applied asphalt is used to surface or resurface floors in warehouses or on docks. Details on compression tests, slip and friction tests, tensile strength, fire tests and weight are given. United Laboratories, Inc.

Circle No. 17 on Reply Coupon

LOWER FIRST COST
TWICE THE LIGHT at HALF THE COST!
SALES UP 50%
Service station operators report sensational sales increases overnight when they light up for more profits with new WHITEWAY "Angle-Lume" HORIZONTAL or PYLON style VERTICAL outdoor fluorescent lights.
Illumination is so brilliant (at half the cost of old-style incandescent lights) that customers literally flock into your modern, inviting establishment. WHITEWAY'S bright but pleasing light (guaranteed to maintain brilliance in all kinds of weather) even eliminates flashlights for under-hood servicing!
Get the jump on competition—increase sales—cut lighting costs! Write for our FREE catalog, name of nearest distributor, and details of our FREE lighting analysis of your station. No obligation, of course.
Write NOW for CATALOG and FREE Lighting Analysis
WHITEWAY
Manufacturing Company
Cincinnati 22, Ohio
BETTER MADE FOR LONGER LIFE
Whiteway
OUTDOOR FLUORESCENT LIGHTS
IN 4, 8 AND 12-FOOT "ANGLE-LUME" HORIZONTAL UNITS, OR WALL, PIPE AND PEDESTAL-MOUNTING VERTICAL PYLON STYLES!
OIL EQUIPMENT JOBBERS
Write, wire or phone for details of valuable new territories now open!

Packaging Institute Meeting To Feature Talks on Oil

The meeting of the Packaging Institute in New York City next month will have a number of discussions of interest to oil industry men.

On Oct. 12, A. Douglas Murphy, Esso Standard, will conduct a petroleum seminar in the Penn Top South of the Statler Hotel. He will review the work during the past year of the Petroleum Packaging Committee.

Mr. Murphy also will have exhibits of simulated wax pallet loads, drums, motor oil cans, grease cans and export shipping containers on which the committee has been working.

"Quality Control Filling of Food Type Cans in the Petroleum Industry" will be discussed by J. E. White of The Texas Co. and Bob Mellon of Gulf Oil Corp.

"High Speed Drum Filling Equipment" will be discussed and described in a movie by Clarence J. Woodward of the Rucker Co.

"New Developments in Corrugated and Fibreboard Containers and Adhesion Problems," will be covered by B. B. Holmes, vice president, Ball Bros. Co., Inc.

In a way... it's still an oil lamp

TIME was when this charming antique contained kerosene in its reservoir. The touch of a match to the wick produced a flickering flame that threw shadows on the wall; frequent refilling and chimney cleaning were regular chores for some member of the household.

Today, this lamp is electrified and the flicker is gone. But, in a sense, it's *still* an oil lamp.

For the giant turbine generators that create electricity depend on petroleum for their lubrication and long, efficient life.

Outstanding in this field is Gulfcrest, the world's finest oil for turbine lubrication. To power-plant engineers the name—Gulfcrest—means superb quality and the sure protection so important to an unfailing flow of power.

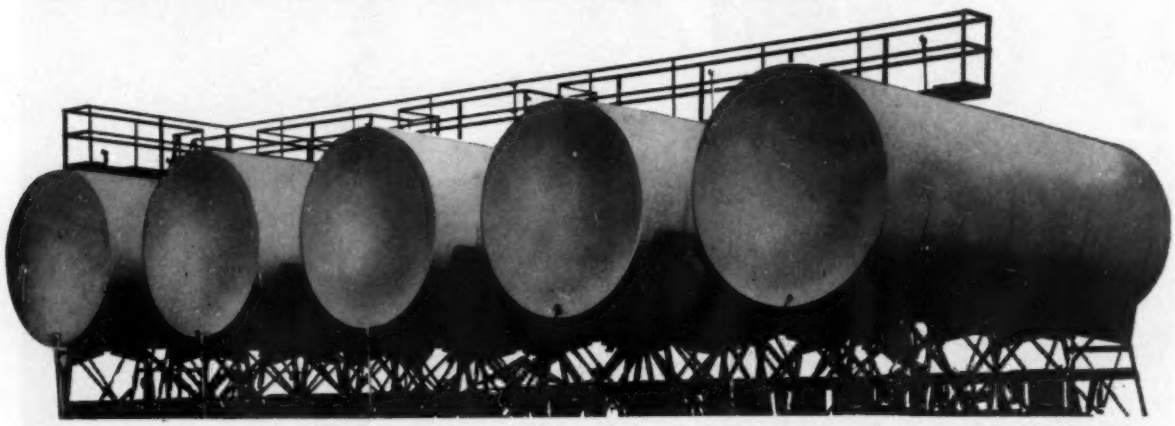
It is *another* example of the great contribution the oil industry makes to the industrial life stream of America; one that benefits not only industry but the public as well.

Over the years it has proved to be good business for *everybody*.

GULF

GULF OIL CORPORATION • GULF REFINING COMPANY • GENERAL OFFICES, PITTSBURGH, PA.

BIRTANKS SERVE THE SERVICE STATIONS



Major oil companies throughout the South specify BIRTANKS for above-ground and under-ground service station installations. BIRTANK all-welded storage tanks have long been accepted as the standard for maximum service . . . thousands of BIRTANKS are today in use in every section of the country. The next time you have an oil or gas storage problem call BIRTANK . . . first! The best costs no more.

AN INGALLS BIRTANK PRODUCT
TRADE MARK

FOR COMPLETE INFORMATION ON **BIRTANK** WRITE:

A TYPE AND SIZE
FOR EVERY OIL STORAGE
REQUIREMENT

BIRMINGHAM TANK COMPANY

Division of
THE INGALLS IRON WORKS COMPANY
Main Office: *Birmingham, Ala.*
Sales Offices: *New York, Chicago, Pittsburgh and Houston*

Midwest

By Leonard Castle

No Profit in Price Cuts—Faced with a wave of price wars throughout Minnesota, H. F. Horning, secretary of the Northwest Petroleum Assn., has compiled a set of statistics designed to show that the increases in gallonage necessary to compensate for price cuts usually are difficult, if not impossible, to attain.

If none of his competitors meet the lowered prices, then the price cutter is assured of adequate gallonage increases to make up the difference, Mr. Horning pointed out. But the invariable result is that competitors do meet the new price, at least after a while. Then gallonages for the individual outlets tend to remain the same with profits for all declining or disappearing.

Minnesota price war areas currently include, Worthington, Little Falls, St. Cloud (a sore spot for years), Fairmont, Jackson, Anoka, Bemidji, Parkers Prairie and Litchfield.

On the basis of a 30% gross profit, Mr. Horning worked out this table showing the relationship of price cuts to increased gallonage required:

Price Cut	Increase Needed
5%	20%
8%	36.5%
10%	50%
12%	73.75%
15%	100%
20%	200%

The Jobber's Angle — "In other words," Mr. Horning said, "if you cut 15% on a $100 sale, it is necessary to handle and sell twice as much merchandise to make up the $30 profit to which the original $100 entitles you. Now let's put this picture into terms of the jobber. Let's say, for the sake of discussion, that you have a laid-in price of 20¢ per gal., with a consumer tank wagon price of 25¢. That gives you a gross profit of 5¢ per gal. When the consumer tank wagon price is at the 'normal' 25¢-per-gal. level, your gross margin will bring you $500 profit on the sale of 10,000 gal. of gasoline.

"But, when you cut your price 1.5¢ to the dealer tank wagon level, you must sell 14,285 gal. of gasoline to make that same $500 profit. Putting it the other way (at the subnormal level), your profit on that same 10,000 gal. is reduced to $350. You'll have to get out and sell, buy, handle, keep books on, carry credit on, unload, load, and unload again, 4,285 gal. to make up for the 1.5¢ per gal. cut in the consumer tank wagon price. In addition to that, you will increase your work load, and wear out your trucks and equipment in added proportion."

Methods and Merits—Mr. Horning asserted that there must be a level at which a service station can operate profitably. There are two basic methods of selling—profits per gal., and profit from volume—and each has its merits up to a point, he said.

"If you reduce your price, history says you are apt to increase your volume," he commented. "If you do not reduce your price when competition does, you will retain your profit-per-gal., but lose your volume. Hence on the one hand you have business with no profit, or profit with no business. Somewhere in between there is the level which allows us all to go down the road together—and eat.

"Simply cutting the price beyond reason to acquire the other fellow's volume hasn't worked, doesn't work, and will never work. He'll do as you did. He'll cut his price too. Then both will have the same volume, with no profit. There *is* a sensible and common ground in which all manner of men and companies may operate and profit. None of us grow horns. We're all pretty nice people when you get to know us. And none of us are much smarter than the rest of us. Let's try to get along," Mr. Horning declared.

Atlantic Coast

By Raymond E. Bjorkback

Education and Oil—The industry is becoming better known among the nation's younger citizens, and will become even more so.

This year over a million pupils in high schools in every state will be using the informative-educational materials which the Oil Industry Information Committee supplies through local committees of oil men.

That's better than one-third more than the 750,000 teen-agers who used the materials last year in their general science, chemistry, physics, social studies and conservation classes.

And it's quite likely that the program will be expanded still farther next year, its fifth school year.

The current and indicated expansion springs from two primary factors:

1. Enthusiasm which local oil men have developed for the program—they made up more than 300 committees last year, and "easily 20% of them" are reported to be jobbers.

2. Results, recently available, of surveys made by a Princeton, N.J., research organization.

The researchers submitted questionnaires to pupils in 22 high schools from New Hampshire to Texas, before and after the pupils used the five booklets which are the program's basic materials. They also submitted the questionnaires to pupils in "control" schools, where the booklets weren't used.

Attitude Test — The purpose here was to provide a check on whether factors other than the booklets might have influenced pupils' attitudes toward the industry. If attitudes of pupils in control schools showed no changes, while those of pupils using the booklets did, it was felt, the changes could be attributed to the booklets themselves rather than to other factors.

The researchers also interviewed 75 teachers whose classes used the booklets, in 11 schools, also from New Hampshire to Texas.

Results of each survey were favorable for the program.

In summary form, the findings were as follows (pupil questionnaires designed to bring out both factual and opinion answers):

Gains in knowledge of the industry and a more favorable attitude toward it among pupils using the booklets were recorded whether the results were analyzed for the pupils as a group, by individual classes, or by changes in attitudes of individual pupils.

Increases in the proportions of such pupils answering the factual questions correctly averaged 7%. On opinion questions, the increases in proportion of answers favorable to the industry averaged 5%.

By contrast, pupils who didn't use the booklets showed an average gain of only 1% on factual questions and an average decrease of 0.5% on opinion questions.

Booklets Helped—When the results were analyzed in terms of individual

classes, it was found that, in the schools having the booklets, more than half the classes showed an increase of at least 5% in the proportion of pupils giving correct or favorable answers. But in the control schools, only a little more than a third of the classes showed this much improvement.

Then, greater gains were shown on the individual-pupil basis for pupils using the booklets than for those who didn't. (The number of correct or favorable answers given by an individual pupil on the "before" survey was compared with the number of correct or favorable answers he gave on the "after" survey.)

Among the teachers, the booklets were found to be "well regarded." Two-thirds or more of them rated the booklets "good" and said they would use them again this year if they were available.

More than six out of seven teachers said they found the booklets helpful to them in their teaching. They liked particularly, they said, the booklets' charts, graphs and illustrations.

Some of the teachers made specific suggestions for changes in individual booklets or in using some of them.

However, two-thirds of the teachers said the booklets are as good or better than those put out by other industrial and non-oil companies.

Only one in five felt the booklets were biased, and even some of those said that they approve of the bias.

Also, the teachers as a whole credit the oil industry with good motives in putting out the booklets. They spoke in terms of "good will," "informing the public," "correcting misimpressions," "public relations," etc.

Pacific Coast

By Frank Breese

Oil Switching Charged—A crackdown on service station operators charged with substituting crankcase oil for branded lubricating oil is under way in the San Francisco Bay area.

The campaign started with the issuance of five citations a few days ago, and Assistant State District Attorney Regis Swetmann said that more would be handed out. The drive began on the San Francisco side of the bay and spread to the East Bay.

State agents claimed that numerous complaints have been registered. Besides complaints of selling crankcase oil for regular motor oil, there are others charging substitution of a brand for the one ordered. Before moving against the operators, the state officials sent samples of suspected oil to Sacramento, the state capital, for analysis.

One operator, Bill Wolf, owner of a station in San Francisco, objected strongly to a citation. He said a state inspector had asked for Veedol 30, a Pennsylvania oil selling for 45¢ a quart. Another attendant serviced the car and put in Tydol heavy duty 30, said Mr. Wolf. The complaint, he said, was not that an inferior oil was substituted but that the buyer had not received the brand ordered.

"Both oils sell for the same price and are classified as 100% pure oil," asserted Mr. Wolf.

Maintenance Miracle—Out in Las Vegas, Nev., a corner of the swanky Thunderbird Hotel grounds is occupied by a Mobilgas station run by Mike Mottus. He decided his station should match the standard of the sleek, ultra modern hotel.

So, the driveways are scrubbed daily with a detergent compound and swabbed twice during each crew's shift (six times a day). Each man who goes off duty is required to leave his portion of the station spotless for the next attendant.

Oil spots are wiped up as soon as an attendant sees one. The lube bay floor under the hoist is cleaned after each lube job.

The result is that the station is as spotless today as it was when it was opened three years ago, Mr. Mottus reported.

It's noteworthy that the station has no locks on any doors. A 24-hour station, it hasn't been closed a minute since it started operating.

Freeway Plum—Getting good freeway sites is a big objective in California where the freeway system is rapidly expanding. Standard of California picked off a choice one recently by being high bidder.

A 15-year lease was tentatively awarded the company for a big station between the new terminal at the San Francisco airport and the Bayshore freeway ramp. The agreement with city provides that there will be only one station on the airport side of the freeway between the two principal communities flanking the airport.

Standard offered to pay at least $500 a month or 7.65% of the station's gross business, whichever is larger. The company agreed to invest $50,000 and operate the station around the clock. Approval by the state public utilities commission and county board of supervisors will seal the contract.

In the Markets—Macmillan Petroleum Corp.'s new lube oil, "Royal Scot," has attained grocery item rating. The Ray L. Welles Co., which sells merchandise to grocery stores, reached an agreement with Macmillan to handle the motor oil. The Welles announcement said, " 'Royal Scot' is to be sold exclusively through grocery stores. . . . This product meets all the requirements of a grocery store item."

Getting a Look—Union Oil dealers and consignees in northern California are making guided tours of the company's refinery at Oleum, Calif. Idea is to give them better appreciation of the complexities of the oil industry.

Back on the Air—General Petroleum is returning to sponsorship of a radio program after a lapse of several years. Starting Oct. 5, it will sponsor a 15-minute nightly news commentary by Virgil Pinkley, editor and publisher of the *Los Angeles Mirror*, over the full facilities of the Mutual-Don Lee broadcasting system on the West Coast.

New Ad Campaign—Tide Water Associated is advising its dealers that it has a new set of seven newspaper ads and mats available, advertising the company's new tire "Safti-Ride." Associated said it will pay half the cost of the newspaper space after it has approved the ad schedule.

Not Impressive—R. L. Minckler, president of General Petroleum, spent his vacation in Alaska and came back with the opinion that Alaska isn't so hot—in the second sense of the expression.

Writing in his monthly column in the employe publication, Mr. Minckler noted that the only areas which are prospering are those stimulated by defense activities.

He wrote: "In total, Alaska is a tremendous burden to the American taxpayer, and will continue to be that. It may be that this burden is justified by Alaska's military importance."

THESE 3 FAMOUS NAMES

combined to give you the

NEWEST IN ORLON* UNIFORMS

JUST ANNOUNCED!
...a year 'round weight fabric

DU PONT ..makes the yarn..

Burlington ..makes the fabric..

WIRK ..makes the uniforms

Here is the newest development in Service Uniforms... an ORLON fabric in 2 brand new *year 'round weight* that offers many advantages. Cool in summer... warm in winter... this miracle cloth now eliminates the need for seasonal uniform changes and reduces replacements to the absolute minimum. This is the biggest uniform news in years!

WIRK... pioneers in the manufacture of better fitting and longer wearing uniforms for over a quarter of a century... proudly offers uniforms in this new *all season* fabric. ORLON made in this new *year 'round weight* gives other important *plus*-benefits too. ORLON's proven on-the-job record of incredibly long wear is a big economy factor and like all ORLON fabrics it resists battery acids and wrinkling. Grease and oil spots come right out. It launders easily—and dries fast. AND WIRK HAS IT FOR YOU NOW!

Write for our catalog... or mail the coupon below for the WIRK 1953-54 Fall and Winter line that features every wanted style and fabric including built-for-wear WOOL and widest choice of fabrics and colors in smart, economy-priced COTTONS. A complete line featuring Service Uniforms, Jackets, Pants, Shirts, Shop Coats, Coveralls, Caps and Ties with or without Advertising Embroidery. Embroidered Monograms and Emblems available both in Stock or Special Design.

CHOSEN BY SOHIO. The Wirk Garment Division manufactures the official Uniform of the Standard Oil Company of Ohio made of the new year 'round weight ORLON.

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39 Pigeon Rd., Ligonier, Ind.

Please send full information on WIRK Uniforms in the new "Year 'Round" weight ORLON fabric, and other Uniforms and Work Garments.

Name of Individual_____

Company Name_____

Address_____

City_____ State_____

* *DuPont Acrylic Fiber*

EDITORIALLY SPEAKING

Oil Can Take Heart from Judge's Decision

The oil industry has a vital interest in the surprise dismissal at New York by Federal Judge Medina, before the defendants even presented their defense of the wearily long and involved antitrust attack on an alleged trust of investment bankers.

This is the same Judge Medina who heard the famous criminal case against the Communist leaders in this country and who withstood calmly their constant abuse and then sent them all to jail. His courageous and skilfull conduct of that case was hailed by lawyers and laymen.

Now this same judge, after listening to months of talk and charges and citations by a belligerent Department of Justice, says bluntly in effect, "you haven't got a case and you never had a case, so these defendants go absolutely free of your baseless charges. It isn't even necessary for them to prove their innocence because you have not proved the slightest suspicion of guilt or the least intention to do wrong."

The judge said that he will spell out the above in more detail in a 500-600 page opinion next month. This, undoubtedly, will be an opinion that every oil man should read, because it will be the first and the most serious rebuke to the campaign of the federal administrations these past 20 years to have the Department of Justice keep blasting away at business—particularly oil—with all kinds of suits and charges, many obviously in support of the Roosevelt New Deal program to place government in control of oil and other industries.

Lawyers who have followed this trial before Judge Medina say it was a mess of nonsense, false statements, gross misinterpretation of facts and bad law by the Department of Justice. In fact, everything seems to have been foisted on the court in the greatest of desperation to save the face of the government and its attorneys and to preserve this method of attack on American business.

This effort to swamp the investment bankers is right on a par with the New Deal's conduct of the Madison case, with its attempt to bluff the industry into "consent decrees" to the New Deal's liking by the filing of the "Mother Hubbard" case just before the war, and with the more recent Pacific Coast case.

It is on a par, too, with the Truman attack via the Federal Trade Commission and later the Justice Department, on the international oil companies.

This Medina rebuke will undoubtedly encourage these international companies to fight still harder, both before the courts when the case comes to trial—if it ever does—and before the people, the charges against them for allegedly belonging to foreign oil cartels.

A striking example of fighting back is already to be seen, indeed, in the amended response in the cartel case just filed by The Texas Co. In this amended reply, The Texas Co. does not rest on the usual curt "not guilty" that lawyers at last are realizing does not help a company in these days of much publicity by government in its attacks on business. Rather, it tells a comprehensive story that every layman can understand.

In that story the company keeps emphasizing the competitive significance of what it has done, a fact that has been ignored or overlooked in so much of the oil industry's public relations propaganda.

The Texas Co. insists that even the cartels, or whatever one may call them, it had to enter into and the agreements it had to make with foreign countries that OWNED THE OIL DEPOSITS and that gave permission to various companies to develop these deposits under the terms of the OWNING countries, were all necessary to enable the company to live as a strong competitive unit in the world's oil business. The company plainly tells the U. S. that what these foreign nations do within their boundaries is none of the business of the reformers at Washington.

And, last but not least, The Texas Co. drives home again, as other American companies have, that it kept the U. S. government fully informed of all its acts, and where this was in order always got prior approval of those acts, which is something that the Federal Trade Commission and the Department of Justice, of course, fail to note in any of their legal documents or in their publicity handouts.

In short, The Texas Co. says this is the same double cross as was given it by the New Deal in the Madison case, where the oil companies were prosecuted for what was done and ordered and authorized by public officials under the NRA code, and which the chief public official concerned begged off testifying to because it was not "good politics" for the administration.

It now may well be asked, in the light of Judge Medina's rebuke, is it still "good politics" for the presumably house-cleaning Eisenhower administration to allow ex-New Dealers to have any part in the continued operation of the Justice Department?

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Spread of Penna. Crude Cut Not Feared

By Marvin Reid NPN Staff Writer

Reduction of 50¢ per bbl. in Penna. grade crude oil prices, posted first by Joseph Seep Purchasing Agency of South Penn Oil Co. on Sept. 21 and later met by other companies, was watched closely by oil traders the past week. Few observers thought the reductions would spread to the Southwest and Mid-Continent. But, with stocks of refined products and crude oil high in virtually all areas east of the Rockies, there were some who believed "anything can happen."

New prices posted by South Penn, all effective Sept. 21, were $4.05 for Bradford, Pa., and middle Penna. districts, $3.61 for Southwest Penna., $3.55 for Eureka, W. Va., and $3.54 for Buckeye, Ohio.

Ashland Oil & Refining Co. and its subsidiary, Freedom-Valvoline Oil Co., reported 30¢ reduction to $2.90 bbl. in price the two companies will pay for Penna. crude purchased in Zanesville, Ohio, district while Pure Oil Co. announced a $3.55 bbl. posting in Cabin Creek and Kelly's Creek, W. Va., thereby meeting South Penn's 50¢ cut.

"Considerable increase in trend of production in several areas has tended to depress crude oil situation in recent weeks," R. W. Grunert, president, said in announcing the cut by South Penn.

"(This) coupled with slow sale of some wholesale refined products has resulted in many refiners experiencing considerably increase of both crude oil and refined product inventories, causing curtailed refinery crude demand," he explained.

Reduction of 50¢ more than wiped out two boosts in Penna. crude prices made earlier this year. South Penn increased prices straight 15¢ bbl. after price controls were lifted in February, and again upped its postings 13 to 15¢ on Aug. 1.

Ashland and Freedom-Valvoline reductions were only 30¢ bbl., but then these two companies boosted prices only 10¢ for Zanesville oil to $3.20 bbl. on Feb. 16, and made no change when South Penn hiked its postings on Aug. 1.

Consensus in the Southwest and Mid-Continent was that, while crude markets there are "weak," with most refiners having anywhere from 100,000 to 500,000 bbls. excess crude at the present time, there was little likelihood of the Penna. reduction spreading.

Penna. grade crudes are predominantly lubricating oil bearing crudes, sensitive to the market for lubricating oils, and the market for lubricating oils has been depressed for some time now.

There was no general change in the crude oil price structure in the Southwest and Mid-Continent from late in December 1947 until the advance on June 15 of this year, it was pointed out. During that same period prices for Penna. grade crudes declined eight times and increased six times.

Hampering trading at the Gulf and in the Midwest, however, was the fact that buyers are conscious of the current general oversupply picture on crude and products, and many are still holding back on fuel oil purchases they normally would have made by this time of year.

Refiners generally, however, expressed little concern over their distillate and residual stocks. Gasoline, on the other hand, had some of them worried.

Consensus of refiners was that, provided the coming winter is a cold one, fuel oil stocks are not too high at the present time.

At New York harbor, for instance, "discounts" on No. 2 fuel oil were on the decline, according to reports, although open market trading still was light. Also, most East Coast refiners have announced that special summer-fill allowances will be discontinued on Sept. 30 as originally scheduled.

Light fuels were beginning to move in the Midwest, but not enough to dent refinery stocks, while residual fuel in the Midwest was still described as tight by most trade sources.

At the Gulf, a few inquiries for No. 2 fuel at "under-the-market" prices continued in the market from upper Mississippi River and East Coast buyers, but most refiners said they were turning down these low bids.

Gasoline at the Gulf, on the other hand, was being offered at "discounts" in some cases, especially 83 octane which was said to be available in large quantities at "under-the-low" prices.

The Midwestern gasoline picture was much the same, although late fall harvesting kept withdrawals at fairly high level at most Great Lakes Pipe Line terminal points.

High gasoline stocks had most Midwestern and Mid-Continent refiners doubtful about the gasoline market's future, however, despite the good demand at present.

In foreign developments, there was speculation that scaled-down purchases of Navy Special fuel oil in the Persian Gulf may force curtailment of refinery operations in that area, although some sources said that it is still too early to assess effect of 1,000,000-bbl. cutback in government liftings.

Uruguay entered the market for crude oil. Administracion Nacional de Combustibles Alcohol y Portland (ANCAP) asked for approximately 8.3 million bbls. of crude for shipment during period 1954 through 1956.

Requirments are for 2.2 million bbls. in 1954, and 3.15 million bbls. in each of 1955 and 1956. Material must be minimum 35 degress API gravity and contain not more than 1.5% sulfur. ANCAP asked for offers, FOB suppliers' terminals or loading ports, on or before Oct. 20.

There was little change in liquefied petroleum gas (see P. 97) or lubricating oils during the week, except for 1¢ reduction to 17¢ reported by one Western Penna. refiner in his price for 600 s.r. cylinder stock. There were, however, added reports of "price shading" on Penna. bright stock and neutral oils.

Price cutting on gasoline at retail continued in some areas and more points in the East were hit. At Portland, Maine, price cutting that previously had been confined to nearby towns and fringes of the city, hit Portland proper. Pump postings for several major brands of regular-grade gasoline were off 2¢ to 18.9¢ while private brands were retailing as low as 14.9¢. "Normal" prices for Portland are 20.9¢ retail, 16,5¢ tank wagon. Prices are ex 8¢ state and federal taxes.

Gulf Coast

Most Buyers Still On Sidelines

Reports that six tankships were "in position" with no orders at the Gulf was indication of the slack nature of cargo trading, with most buyers the past week still holding to the sidelines. No changes in refinery prices were reported, and there was little evidence of "shading". Signs continued, however, that there were sizeable quantities of gasoline "waiting for a firm bid."

One small cargo of No. 2 fuel was reported sold by an Independent refiner, with the price on this transaction "low OILGRAM, date of lifting." Otherwise, refiners and traders said there still was a scarcity of "serious buyers," and the opinion was widely held that it would take cold weather in the northern heating oil consuming areas to step up the trading pace.

Reduced runs at the majority of refineries also may bring buyers of No. 2 fuel into the market, some sources said. The refiner cutbacks, designed primarily to stem the outpouring of gasoline for which there is seasonally slow demand will at the same time choke off supplies of distillates.

While heating oils generally were described as "dull," it was said that one bid of 8¢ per gal. for a cargo lot failed to bring out offerings. Quotations reported by refiners for No. 2 ranged upward from 8.25¢. One cargo-lot quantity reportedly was offered at 8.75¢, delivered New York.

Some softness continued in the residual market for much the same reason that distillates were on the quiet side—waiting for cold weather. With low sulfur fuel available at $1.85, there were some reports that this price could be shaded by a buyer of no-sulfur-guarantee material, but this was not confirmed. Inquiries for winter liftings of bunker oil were reported, some of them described as "large."

Atlantic Coast

Sellers See Tough Competition Ahead

With scarcity of active buyers in the East Coast terminal markets the past week, suppliers generally said they are planning on "tough" competition ahead. The expected rush of orders for No. 2 fuel before the expiration of summer discount on Sept. 30 has not yet materialized. In addition, there were reports of increasing efforts on the part of suppliers to find new outlets for gasoline and heavy fuel oil.

At Baltimore, prices for No. 6 fuel oil in tank car lots were off 3¢ per bbl., to $2.28, following reductions by Esso and other suppliers at that point. Other quotations along the seaboard were unchanged. Trade reports, however, were that "almost any price" could be shaded on a spot quantity, and some offerings of "contract" material were being made available at lower prices than heretofore. This was pointed up in the Philadelphia retail market for heavy fuel.

Philadelphia reports were that a processing arrangement which shortly will land Kuait crude oil (with 25¢ yield of bunker oil) in the local refinery market has stepped up competition for new industrial bunker accounts. It was reported that new No. 6 offerings in the metropolitan area, with sellers absorbing "more than half" the so-called "normal" motor haulage rate of 0.7¢ per gal., have resulted in at least two large accounts changing hands, one involving 100,000 bbls. per year, and the other 300,000 bbls. Netback at the terminal level of these transactions is said to be "from 10¢ to 15¢ off."

The tank car quotation of eight Philadelphia refiners and marketers was $2.28 per bbl., unchanged.

Heating oils, contrary to expectations, continued quiet. A touch of cold weather tended to raise No. 2 gallonage at the rack level, marketers said, but barge sales continued to lag. Barge orders, such as they were, were for 3,000 to 5,000 bbls., and trade sources said that orders for quantities of 30,000 to 40,000 bbls., were a "rarity."

Several more suppliers, including Cities Service and Republic Oil, said they would withdraw their summer fill 0.5¢ distillate allowance on Sept. 30.

At New York harbor, some suppliers posed this question: "If No. 2 fuel prices aren't firm at 9.4¢—the "summer" price—how can they be firm at 9.9¢?" Cold weather would help, most sources said, and would work to reduce some of the "distress" material that recently has been available.

Midwestern (Chicago-E. St. Louis Area)

No. 6 Fuel Prices Up 5c

Heavy fuel prices ranged 5¢ higher in the Midwest last week following similar advance reported by one refiner. Call for light fuels was steadier in north central states with continued cool weather and refiners said call for gasoline was "good" because of late harvest.

Refiners' quotations for No. 6 fuel ranged from $1.15 to $1.30, Group 3, up 5¢ on the low side when one refiner reported he had raised his price by that amount.

Meanwhile, tank car marketers offered relatively small amounts of No. 6 at $1.10 for shipment over the balance of September. They generally indicated their prices for October shipment would be $1.15, adding that indications point toward "tight season and strong prices."

Chicago District

Trade Interest Turns to Light Fuels

Trade interest swung sharply around residuals to distillate fuels in Chicago District last week when it was disclosed that distillates again were being offered on a delivered basis with supplier furnishing the barging.

At the same time lower prices were quoted for range oil and No. 2 fuel by one terminal operator on the basis of reductions in his costs. Prices for No. 5 high-sulfur fuel were up 0.375¢ on the high side to range from 6.9 to 7.375¢; No. 6 high-sulfur fuel from 5.85 to 6¢, up 0.15¢ on the low.

Range oil was quoted at 10.5 to 11.5¢, FOB Chicago District, and No. 2 fuel from 9.5 to 10.5¢, both down 0.375¢ on the lows. At the same time, purchase of No. 2 fuel was disclosed at price of approximately 8.5¢, dockside Chicago, including 3% transportation, but not insurance. Another offering at the same price was reported and one

Summary of Daily Gasoline Prices (Sept. 22 through Sept. 28)

	Monday Sept. 28	Friday Sept. 25	Thursday Sept. 24	Wednesday Sept. 23	Tuesday Sept. 22
Motor Gasoline 93 Oct. (Premium):					
N. Tex. (Texas & New Mex. shpt.)	13.75-14.25	13.75-14.25	13.75-14.25	13.75-14.25	13.75-14.25
W. Tex. (Texas & New Mex. shpt.)	13.5	13.5	13.5	13.5	13.5
E. Tex. (Truck Tnsp.)	13.5	13.5	13.5	13.5	13.5
Motor Gasoline 90 Oct. (Premium):					
Okla., Group 3 (Okla. shpt.)	(2)12.5-13.125	(2)12.5-13.125	(2)12.5-13.125	(2)12.5-13.125	(2)12.5-13.125
Okla., Group 3 (Northern shpt.)	(6)12.375-13.125	(6)12.375-13.125	(6)12.375-13.125	(6)12.375-13.125	(6)12.375-13.125
Midwestern (Group 3 basis)	(4)12.375-13.125	(4)12.375-13.125	(4)12.375-13.125	(4)12.375-13.125	(4)12.375-13.125
N. Tex. (Texas & New Mex. shpt.)	13-13.75(2)	13-13.75(2)	13-13.75(2)	13-13.75(2)	13-13.75(2)
W. Tex. (Texas & New Mex. shpt.)	13-13.75	13-13.75	13-13.75	13-13.75	13-13.75
E. Tex. (Truck Tnsp.)	13-13.75	13-13.75	13-13.75	13-13.75	13-13.75
Cent. W. Tex. (Truck Tnsp.)	13	13	13	13	13
Motor Gasoline 88 Oct. (Premium):					
N. Tex. (Texas & New Mex. shpt.)	12.75	12.75	12.75	12.75	12.75
W. Tex. (Texas & New Mex. shpt.)	13	13	13	13	13
E. Tex. (Truck Tnsp.)	13	13	13	13	13
Motor Gasoline 84 Oct. (Regular):					
Okla., Group 3 (Okla. shpt.)	(2)11.5-11.625	(2)11.5-11.625	(2)11.5-11.625	(2)11.5-11.625	(2)11.5-11.625
Okla., Group 3 (Northern shpt.)	(7)11.375-11.625	(7)11.375-11.625	(7)11.375-11.625	(7)11.375-11.625	(7)11.375-11.625
Midwestern (Group 3 basis)	(6)11.375-11.625	(6)11.375-11.625	(6)11.375-11.625	(6)11.375-11.625	(6)11.375-11.625
N. Tex. (Texas & New Mex. shpt.)	11.75-12.7	11.75-12.7	11.75-12.7	11.75-12.7	11.75-12.7
W. Tex. (Texas & New Mex. shpt.)	11.75-12.25	11.75-12.25	11.75-12.25	11.75-12.25	11.75-12.25
E. Tex. (Truck Tnsp.)	11.75-12.25	11.75-12.25	11.75-12.25	11.75-12.25	11.75-12.25
Motor Gasoline 82 Oct. (Regular):					
N. Tex. (Texas & New Mex. shpt.)	(2)11.75-12.25	(2)11.75-12.25	(2)11.75-12.25	(2)11.75-12.25	(2)11.75-12.25
E. Tex. (Truck Tnsp.)	11.75-12	11.75-12	11.75-12	11.75-12	11.75-12
Cent. W. Tex. (Truck Tnsp.)	11.75	11.75	11.75	11.75	11.75
Motor Gasoline 60 Oct. M & below:					
Okla., Group 3 (Okla. shpt.)	10.625-11.125	10.625-11.125	10.625-11.125	10.625-11.125	10.625-11.125
Okla., Group 3 (Northern shpt.)	10.625-10.875(2)	10.625-10.875(2)	10.625-10.875(2)	10.625-10.875(2)	10.625-10.875(2)*
Midwestern (Group 3 basis)	10.625-10.875	10.625-10.875	10.625-10.875	10.625-10.875	10.625-10.875
N. Tex. (Texas & New Mex. shpt.)	10.75-11.8	10.75-11.8	10.75-11.8	10.75-11.8	10.75-11.8
W. Tex. (Texas & New Mex. shpt.)	11.25-11.5	11.25-11.5	11.25-11.5	11.25-11.5	11.25-11.5
E. Tex. (Truck Tnsp.)	(2)11-11.125	(2)11-11.125	(2)11-11.125	(2)11-11.125	(2)11-11.125
Cent. W. Tex. (Truck Tnsp.)	11	11	11	11	11
Motor Gasoline 92 Oct. (Premium):					
New York harbor	15.4-15.7	15.4-15.7	15.4-15.7	15.4-15.7	15.4-15.7
New York harbor, barges	15.3-15.6	15.3-15.6	15.3-15.6	15.3-15.6	15.3-15.6
Philadelphia	16(2)	16(2)	16(2)	16(2)	16(2)
Baltimore	14.4-16.6	14.4-16.6	14.4-16.6	14.4-16.6	14.4-16.6
Baltimore, barges	14.4	14.4	14.4	14.4	14.4
Motor Gasoline 86 Oct. (Regular):					
New York harbor	14.15-14.6	14.15-14.6	14.15-14.6	14.15-14.6	14.15-14.6
New York harbor, barges	13-14.1	13-14.1	13-14.1	13-14.1	13-14.1
Philadelphia	(2)14.5-14.6	(2)14.5-14.6	(2)14.5-14.6	(2)14.5-14.6	(2)14.5-14.6
Philadelphia, barges	14.4	14.4	14.4	14.4	14.4
Baltimore	(2)13.4-14.8	(2)13.4-14.8	(2)13.4-14.8	(2)13.4-14.8	(2)13.4-14.8
Baltimore, barges	13.4	13.4	13.4	13.4	13.4
Motor Gasoline:					
Western Penna., Bradford-Warren:					
90 Oct. (Prem.)	15.15(2)	15.15(2)	15.15(2)	15.15(2)	15.15(2)
86 Oct. (Regular)	14.15(2)	14.15(2)	14.15(2)	14.15(2)	14.15(2)
Western Penna., Oil City:					
90 Oct. (Prem.)	15.15(2)	15.15(2)	15.15(2)	15.15(2)	15.15(2)
86 Oct. (Regular)	14.15(3)	14.15(3)	14.15(3)	14.15(3)	14.15(3)
Western Penna., Pittsburgh:					
90 Oct. (Prem.)	15.5	15.5	15.5	15.5	15.5
86 Oct. (Regular)	14.25	14.25	14.25	14.25	14.25

* Correct for Tuesday, Sept. 15 also; shown incorrectly in Sept. 23 issue of NPN.

offering carried option to purchase at the same price for December shipment. Offerings also were disclosed at 9¢ and 9.25¢ on an immediate basis. A trader also reported buying range oil at 9.5¢, dockside Chicago.

Meanwhile, "spotty chiseling" hit the local retail light fuel market with haulers reportedly cutting tank wagon prices 0.5¢ below larger suppliers. In general, haulers were buying No. 2 fuel at 11¢ and selling at 13.8¢ tank wagon price, giving them 2.8¢ margin. In past years a hauler margin of 1.8¢ was considered "normal."

Local price cutting on gasoline was described by one refiner as "nibbling." He said that retail price situation was "difficult to tie down" because of various methods used by individual dealers to hold gallonage or increase sales.

Deals offered to the public ranged from open reductions of 0.5 to 1¢ per gal., secret discounts, giveaway premiums and chances on more expensive kinds of premiums.

There was disagreement among large refiners as to "seriousness" of retail situation, but for the most part, suppliers said price cutting was of a spotty and "individual nature," and tank wagon prices had not been "too seriously threatened."

Central Michigan

'Low' No. 6 Bids Hold Trade Interest

Trade interest centered on No. 6 fuel in Central Michigan last week as result of recent state and city bid openings. While some sources said residual fuels generally had improved, others declared that these grades still were "far from strong."

Light fuel shipments were near normal for most refiners. Others said call still ran behind September estimates and summer-long weakness still prevailed.

Gasoline demand was steady and refiners manufacturing high-octane grades operated from low inventories. One refiner said he was virtually "on daily make," while another was buying part of his requirements on the outside.

One refiner's recent low bids to supply a total of 4,475,000 gals. of No. 6 fuel to several state installations at delivered prices ranging from 6.9 to 7.5¢, was seen as "unsettling" the residual fuel market, since these prices

NPN Gasoline Index

	cents per gal.	
	Dealer T. W.	Tank Car
Sept. 28	16.51	12.70
Month Ago	16.46	12.70
Year Ago	15.31	11.65

Dealer index is an average of dealer tank wagon prices ex tax in 50 cities.

Tank car index is weighted average of following wholesale markets for regular-grade gasoline, FOB refineries or terminals: Okla.; Midwest; W. Penna.; Calif.; N. Y. Harbor; Philadelphia; Jacksonville; Boston and Gulf Coast.

represented netbacks as low as 6.4¢, FOB Central Michigan.

It was said, however, that this contract and one to supply the city of Flint with 1,200,000 gals. of No. 6, would "soak up" most, if not all, "cheap" No. 6 fuel in the area.

Bids to the city of Flint ranged from 7.2¢ less 1% for 30 days up to 8.75¢ less 1%, 10 days and were for shipment over one year beginning around mid-October. City buys on a keep-full basis with delivery by truck transport to single 80,000-gal. installation. Last season's contract was awarded at 6.93¢.

Western Penna.

600 Steam Refined Quoted Lower

With exception of 600 steam refined cylinder stock, prices reported by Western Penna. refiners were unchanged for all products following 50¢ per bbl. reduction in prices for Penna. grade crude oils by South Penn Oil on Sept. 21.

Consensus of refiners was that prices, and especially for lubricating oils, had already discounted the cut in crude. Pointing to the fact that prices for base lube stocks had declined, rather than increased, following two boosts in Penna. crude prices earlier this year, one refiner declared that return on lube oils had been "unsatisfactory" for some time, "and this (present reduction) may help us to come closer to breaking even.

Despite the fact that refiners appeared to be holding the line, there were reports that bright stock and neutral oil had weakened, and cylinder stocks were described as "definitely easier." Steam refined, 600, was quoted 1¢ lower at 17¢ by two refiners. Sales of bright stock and neutral oil said to have been made at lower prices could not be confirmed, however.

A broker reported being offered 25 pour bright stock at 21¢, 25 pour 200 vis. neutral at 23¢, for resale, adding that until recently he had been quoted 22¢ and 24¢ for the two products, respectively, for resale.

Some refiners said lack of export demand had caused bright stock to "pile up"; one said he had had to shade his 23¢ price "a couple of times" but did not reveal further details. On the other hand, several refiners declared that 200 vis. neutral was "in good shape."

Gasoline shipments continued in good volume and most refiners said their inventories were low.

Distillate fuels were fairly active. Fact that "summer" discounts will be discontinued Sept. 30 stimulated shipments against contracts materially, according to several reports.

Wax, although described as "easier" by some sources, remained firm at 5¢ per lb.

Mid-Continent

Residual Fuel Prices Rise 5c

Prices for No. 6 fuel ranged 5¢ bbl. higher in Oklahoma during final full week of Sptember, when one refiner raised his quotation from $1.10 to $1.15. Otherwise, there were no new price developments in the Mid-Continent, althought "shading" of distillate and gasoline "published prices" continued. Open market trading, for most part, was slow.

Increase in No. 6 prices to $1.15 helped to back up reports from most trade sources that residual was firmer than any other refined product in the Mid-Continent. Resale agents, accustomed to buying low sulfur No. 6 at least 5¢ bbl. "under the market," last week said no low sulfur material was available to them at less than $1.15, Group 3, whereas high sulfur material was scarce at $1.10, Group 3, for resale. Also several refiners were turning down new orders because they had no material to offer spot purchasers. An Arkansas refiner, for instance, said he was unable to take on a 100-car order for No. 6 for balance of this year because his production is already under contract.

Gasoline consumption was good, both locally and in northern farming areas, but stocks remained high at most plants. Some refiners said anticipated stock reductions as result of refinery cutbacks so far had failed to materialize, despite good consumption. As result, several admitted they were "doubtful" about future status of gasoline market.

Distillate stocks, also, were a problem for some refiners, but unlike gasoline, most refiners believe the distillate situation is well in hand depending of course, on how cold the coming winter will be. "Discounts" on burning oils were freely offered, with few takers, although a few shipping instructions from regular customers were beginning to dribble in.

There was little activity in lubricating oil market. One refiner said South Texas lubes were still moving out "fairly good," while another described Mid-Continent lubes as "fair."

Demand For LP-Gas Picks Up

Signs of increased activity in liquefied petroleum gas markets were reported in the Mid-Continent the past week, but supplies of most products still were described as "comfortable." Isobutane supplies have tightened somewhat, with sales reported at prices ranging from 6 to 6.5¢, Group 3, but other grades were in good supply.

Producers said that butane demand had improved considerably, but not to the extent that product commands a premium over propane. Sales and quotations of propane, butan-propane mix, and butane, all were reported at 4¢, Group 3, and propane also was being quoted by one seller at the same price, FOB Houston.

In the East, prices for volatile products generally were firm, and one New York harbor supplier advanced his propane price from 8.5¢ to 9¢ for tank car lots.

Crude Oil Prices

Complete crude oil price schedules, including reduced postings for Penna. grade crudes, effective Sept. 21, are shown on P. 105 of this issue.

PRICES

in effect September 28 at Refineries and Terminals

Gasoline

OKLA., Group 3 (Okla. shpt.)

90 Oct. Prem.	(2)12.5-13.125
84 Oct. Reg.	(2)11.5-11.625
60 Oct. M & below	10.625-11.125

OKLA., Group 3 (Northern shpt.)

90 Oct. Prem.	(6)12.375-13.125
84 Oct. Reg.	(7)11.375-11.625
60 Oct. M & below	10.625-10.875(2)

MIDWESTERN (Group 3 basis)

90 Oct. Prem.	(4)12.375-13.125
84 Oct. Reg.	(6)11.375-11.625
60 Oct. M & below	10.625-10.875

N. TEX. (Texas & New Mex. shpt.)

93 Oct. Prem.	13.75-14.25
90 Oct. Prem.	13-13.75(2)
88 Oct. Prem.	12.75
84 Oct. Reg.	11.75-12.7
82 Oct. Reg.	(2)11.75-12.25
60 Oct. M & below	10.75-11.8

W. TEX. (Texas & New Mex. shpt.)

93 Oct. Prem.	13.5
90 Oct. Prem.	13-13.75
88 Oct. Prem.	13
84 Oct. Reg.	11.75-12.25
82 Oct. Reg.	11.75-12
60 Oct. M & below	(2)11-11.125

CENT. W. TEX. (Truck transport lots)

90 Oct. Prem.	13
82 Oct. Reg.	11.75
60 Oct. M & below	11

ARK. (For shipment to Ark. & La.)

90 Oct. Prem.	13
80 Oct. Reg.	11.75
60 Oct. M & below	10.625

KANSAS (For Kansas destinations only)

90 Oct. Prem.	12.375-12.625(2)
88 Oct. Prem.	12.375-13.375
84 Oct. Reg.	(2)11.375-11.75
82 Oct. Reg.	11.375-12.375
60 Oct. M & below	10.6-11.625

WESTERN PENNA.

Bradford-Warren:

90 Oct. Prem.	15.15(2)
86 Oct. Reg.	14.15(2)

Oil City:

90 Oct. Prem.	15.15(2)
86 Oct. Reg.	14.15(3)

Pittsburgh:

90 Oct. Prem.	15.5
86 Oct. Reg.	14.25

OHIO—Quotations of S.O. Ohio for delivery to Ohio points:

86 Oct. Reg.	14.5

CENTRAL MICHIGAN

(FOB Central Michigan refineries)

90 Oct. Prem.	(2)14.5-15.25
86 Oct. Prem.	14.25-14.75
84 Oct. Reg.	(2)13.5-14.125
82 Oct. Reg.	13.25(2)

CALIFORNIA

Los Angeles Dist.:

90 Oct. Prem.	(2)14.1-18.1
80 Oct. Reg.	(2)13.1-15.6(2)

San Francisco Dist.:

90 Oct. Prem.	17.85-18.6
80 Oct. Reg.	15.85-16.1

San Joaquin Valley Dist.:

90 Oct. Prem.	17.85-18.6
80 Oct. Reg.	15.85-16.1

Kerosine, Gas & Fuel Oils

OKLA., Group 3 (Okla. shpt.)

41-43 w.w.	8.875-9.25
42-44 w.w.	8.875-9.5
Range oil	8.875-9.25
58 & above D.I. Diesel	(2)8.625-9.375
No. 1 fuel	8.625-8.875(5)
No. 2 fuel	8-9
No. 3 fuel	8(2)
No. 6 fuel	(3)$1.15-1.30

OKLA., Group 3 (Northern shpt.)

41-43 w.w.	(5)8.875-9.25
42-44 w.w.	(5)8.875-9.375
Range oil	8.625-9
58 & above D.I. Diesel	(3)8.625-9.375
No. 1 fuel	(5)8.625-8.875(2)
No. 2 fuel	(6)8-8.25
No. 3 fuel	(2)7.75-8
No. 6 fuel	(5)$1.15-1.30

MIDWESTERN (Group 3 basis)

41-43 w.w.	(3)8.875-9.25
42-44 w.w.	(4)8.875-9.25
58 & above D.I. Diesel	(3)8.625-8.875(2)
No. 1 fuel	(5)8.625-8.875
No. 2 fuel	(5)8-8.125
No. 6 fuel	(4)$1.15-1.30

N. TEX. (Texas & New Mex. shpt.)

41-43 w.w.	9.2-10(2)
42-44 w.w.	9.625
58 & above D.I. Diesel	(2)9-9.75(2)
No. 6 fuel	(2)$1.20-1.75

W. TEX. (Texas & New Mex. shpt.)

41-43 w.w.	9.25
42-44 w.w.	9.75-10.75
No. 1 fuel	9.25-10.25
No. 2 fuel	(2)9.25-9.5
No. 6 fuel	$1.65-1.90

E. TEX. (Truck transport lots)

41-43 w.w.	9.5-9.75(2)
42-44 w.w.	(2)9.5-9.6
58 & above D.I. Diesel	8.75-9.75
No. 1 fuel	9.625
No. 6 fuel	$1.30-1.60

CENT. W. TEX. (Truck transport lots)

41-43 w.w.	9.5
58 & above D.I. Diesel	9.25
No. 2 fuel	8.5
No. 6 fuel	$1.65

KANSAS (For Kansas destinations only)

42-44 w.w.	9.125-10.25
52 & below D.I. Diesel	8.875-9.625
58 & above D.I. Diesel	8.875-9.375
No. 1 fuel	8.625-10
No. 2 fuel	8-9.625
No. 5 fuel	$1.625-1.65
No. 6 fuel	$1.15-1.35

ARK. (For shipment to Ark. & La.)

42-44 w.w.	9.375
Tractor fuel	10.25
52 & below D.I. Diesel	9
58 & above D.I. Diesel	9.375
No. 2 fuel	8.5
No. 3 fuel	8.125
No. 4 fuel	$1.90
No. 5 fuel	$1.70
No. 6 fuel	$1.55

WESTERN PENNA.*

Bradford-Warren:

Kerosine	11.55-11.95
55 cetane Diesel	11.25(2)
No. 2 fuel	11.05-11.35
No. 3 fuel	11.05-11.35
36-40 gravity fuel	10.85

Oil City:

Kerosine	11.55-11.95
50 cetane Diesel	10.75
No. 1 fuel	11-11.45
No. 2 fuel	10.75-11.05
No. 3 fuel	10.75
36-40 gravity fuel	10.75

Pittsburgh:

Kerosine	11.65-12
50 cetane Diesel	10.9
No. 1 fuel	11.4
No. 2 fuel	(3)10.9-11.1
36-40 gravity fuel	(2)10.9-11

*Prices of some refiners are subject to 0.5c ga summer-fill discount.

CENTRAL MICHIGAN

(FOB Central Michigan refineries.)

Range oil	12.3-12.8
46-49 w.w. kero	12.35-13.2
P. W. distillate	12.3-12.8
No. 2 fuel	(2)11.5-11.85
No. 3 fuel	11.175-11.7
U. G. I. gas oil	(2)8.25-10
No. 5 fuel	(2)7.25-8.25
No. 6 fuel	(2)7-7.8

OHIO—Quotations of S.O. Ohio for delivery to Ohio points:

Kerosine	12.5
No. 1 fuel	12.3
No. 2 fuel	11.3
Diesel (Light & Med.)	12.3

CALIFORNIA

San Joaquin Valley Dist.:

40-43 w.w.	14.4-14.8
Heavy fuel (PS 400)	$2.05-2.15
Light fuel (PS 300)	$2.35(2)
Diesel fuel (PS 200)	12.2-13.3
Stove dist. (PS 100)	13.7-14.8

San Francisco Dist.:

40-43 w.w.	14.3-14.8
Heavy fuel (PS 400)	$2.05-2.15
Light fuel (PS 300)	$2.35(2)
Diesel fuel (PS 200)	12.2-13.3
Stove dist. -(PS 100)	13.7-14.8

Los Angeles Dist.:

40-43 w.w.	(2)13.8-14.2
Heavy fuel (PS 400)	$1.80-2.10
Light fuel (PS 300)	$2.25-2.30(2)
Diesel fuel (PS 200)	10.25-13.2
Stove dist. (PS 100)	10.5-14.7

Natural Gasoline

(Group 3 & Breckenridge prices are to blenders on freight basis shown below. Shipments may originate in any Mid-Continent manufacturing district.)

FOB GROUP:

Grade 26-70	6.375 (Quotations)

FOB BRECKENRIDGE

Grade 26-70	5.875 (Quotations)

Prices herewith are reproduced from Platts *OILGRAM* Daily Oil Price Service, associated with National Petroleum News, whose representatives in all *NPN-OILGRAM* offices devote their time exclusively to reporting oil industry prices everywhere.

Prices shown in tables are sales prices or quotations or general offers or posted prices by refiners, by pipeline terminal operators, and by tanker terminal operators; for current sales and shipments; for the business day or period stated; except Tank Wagon prices, prices are for bulk lots such as tank car, truck transport, barge; prices applying to barges or cargoes or truck transport lots only, so designated; FOB refineries or terminals; in cents per gal., except per bbl. where $ sign is shown; wax and petrolatums in cents per pound, ex all fees and taxes; for crude oil and its products lawfully produced and transported; reported as received by *OILGRAM* and National Petroleum News but not guaranteed; for subscribers' private use only and not for resale or distribution or publication. During period of short supply, some sellers and at times all sellers, withhold quotations to new customers or the posting of firm prices but give *OILGRAM* the prices they otherwise would quote to the trade in general and which they confine to their regular customers only, and such prices appear in the price tables. Gasoline ratings are by ASTM Research Method and are minimum ratings, except where letter M is used to indicate that octane rating is by ASTM Motor Method. For further details of price conditions apply to any *NPN—OILGRAM* office or see back of any *OILGRAM* Price Service invoice.

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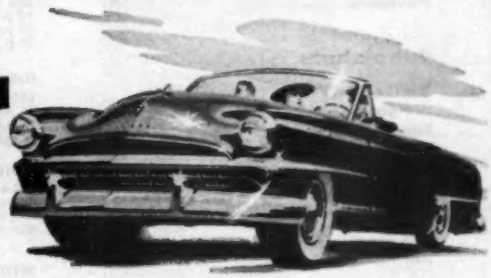
Seal in All Your Horsepower



with the Veedol High-Detergency

"Film of Protection"

MOTORISTS buy a lot of horsepower when they get their modern cars. *Now* they can *seal in* all that power . . . with the famous VEEDOL High-Detergency "Film of Protection."

New VEEDOL High-Detergency motor oil *seals in* horsepower by resisting blow-by! It is made from 100% Pennsylvania crude oil, with detergent additives that suspend contaminants, leaving your engine cleaner after draining. It combats the metal-eating action of "engine sweat" by forming the famous anti-corrosion "Film of Protection" on metal surfaces.

This is the convincing story that is being told to millions of motorists all over the country . . . in a continuing advertising campaign in Life, Look, Collier's and Saturday Evening Post.

A trial of VEEDOL High-Detergency motor oil in your own car will, we believe, convince you that you ought to add it to your line. Then both you *and* your customers can use all the horsepower built into the cars.

TYDOL

TIDE WATER ASSOCIATED OIL COMPANY

New York Tulsa San Francisco

Federal Flying A Tires . . . Good For a Long Mile Ride!

PRICES in effect September 28 at Refineries and Terminals—Cont.

Naphthas & Solvents

(FOB Group 3)

Stoddard solvent	12.375(3)
Cleaners naphtha	12.875(2)
V.M.&P. naphtha	12.875(4)
Mineral spirits	11.875(4)
Rubber solvent	12.875(3)
Lacquer diluent	(2)13.125–13.375
Benzol diluent	(2)14.125–14.625

WESTERN PENNA.

Oil City:

Stoddard solvent	16

Pittsburgh:

Stoddard solvent	16(3)

OHIO—Quotations of S.O. Ohio for delivery to Ohio points:

V.M.&P. naphtha	18.0
Mineral spirits & stoddard solvent	17.0
Rubber solvent	15.875

E. TEXAS (Truck Trnspt. lots)

Stoddard solvent	12.25

CENT. W. TEX. (Truck Trnspt. lots)

Stoddard solvent	11.5

KANSAS (For Kans., Dest'n. only)

Stoddard solvent	12.5

ATLANTIC COAST

	V.M.&P. Naphtha	Mineral Spirits
New York Harbor	18(4)	17(5)
Philadelphia	17.5(4)	16.5(5)
Baltimore	....	16.5(3)
Boston	18.5(4)	17.5(5)
Providence	....	17.5(3)

Petrolatums

WESTERN PENNA.

(Bbls., carloads; tank car, 1 to 1.5c less.)

Snow white	7.125–7.75
Soft white	6.75–7.375(2)
Lily white	6.625–7.25
Cream	6.125–6.75(2)
Soft yellow	5.25–5.75
Light amber	5.25–5.5
Amber	5–5.5
Red	4.75–5.375

Lubricating Oils

WESTERN PENNA.

Prices are for sales made, or offers reliably reported, to jobbers & compounders only.

Viscous Neutrals—No. 3 col. Vis. at 70° F. 200 Vis. (180 at 100°) 420–425 fl.

10 p.t.	27.5
15 p.t.	26.5
25 p.t.	25(5)

150 Vis. (143 at 100°) 400–405 fl.

10 p.t.	24.5
15 p.t.	23.5
25 p.t.	22(4)

Bright Stocks

145–155 vis. at 210° ,540–550 fl. No. 8 col.

10 p.t.	25.5
15 p.t.	24.5
25 p.t.	(5)23–24

Cylinder Stocks

600 s.r. filter'bl.	x(2)17–19
650 s.r.	(2)19–20
600 flash	(2)21–22(2)
630 flash	26(2)

MIDCONTINENT LUBES

FOB Tulsa basis, for domestic shipment only Bright Stocks, vis. at 210° Neutrals, vis. at 100° 0–10 p. p.

Neutral Oils—Conventional

Pale Oils	Col.	
60–85 vis.	2	12.75
86–110 vis.	2	13
150 vis.	3	14
180 vis.	3	14.25
200 vis.	3	14.5
250 vis.	3	14.75
280 vis.	3	15
300 vis.	3	15.25

Bright Stock—Conventional

200 vis. D:	
10–25 p.p.	24.5
150–160 vis. D:	
0–10 p.p.	20.5–21.5
10–25 p.p.	20.5–21
120 vis. D:	
0–10 p.p.	20.5

Bright Stock—Solvent

150–160 vis. 0–10 p.p., 95 v.i.	(2)23–24(3)

Neutral Oils—Solvent (95 v.i.)

170–180 vis.	(2)16–17(3)
200–210 vis.	(2)16.25–17.25(3)
300 vis.	16.75–17.75(2)

Cylinder Stocks

600 s.r., olive green	16.5

GULF COAST—Solvent Refined Lubes.

From Mid-Continent grade crude. Prices FOB ship at Gulf for export.

Bright stock—Vis. at 210°

150–160 vis., 0–10 pour test, 95 v.i.	21.5–22.5(2)

Neutral Oils—Vis. at 100°; 95 v.i.; 0–10 p.t.

100 vis.	(2)14–15
200 vis.	15.25–16
300 vis.	15.75–17(2)
500 vis.	17.75–18.5

SOUTH TEXAS LUBES

(Vis. at 100° F. FOB S. Tex., refineries for domestic and/or export shipment.)

PALE OILS:

Vis.	Color	
100	1½–2½	12.25(6)
200	2–3	13.75(6)
300	2–3	14.75(6)
500	2½–3½	15.75(6)
750	3–4	16.75(6)
1200	3–4	(2)17.25–17.75(4)
2000	4	(2)18–18.75(4)

RED OILS:

Vis.	Color	
100	5–6	12.25(5)
200	5–6	13.75(6)
300	5–6	14.75(6)
500	5–6	15.75(6)
750	5–6	16.75(6)
1200	5–6	(2)17.25–17.75(4)
2000	5–6	(2)18–18.75(4)

VENTALARM *WHISTLING* Tank Fill Signal

Install on all fuel oil tanks, old and new, for a new low in delivery costs.

See your regular Supply House. "JUST FILL 'TIL THE WHISTLE STOPS"

Model LC for old customer tanks

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Canadian Licensee: EMPIRE BRASS MFG. CO., LTD., Toronto, Ontario

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Marketer of Petroleum Products

NEW ENGLAND PETROLEUM CORPORATION

New York Boston

PROTECTION

Mr. Jobber... Are You Protected?... UNITED's customers enjoy real protection . . . First, an established supply of 100% Pure Pennsylvania Lubricating Oils; second, the assurance that UNITED does not compete against its customers; third, consistently fair prices . . . Why not learn what UNITED's policy of protection can mean to you?

Write for free, illustrated book, "A Story of Progress".

UNITED

THE WORLD'S *Finest*...100% PURE PENNSYLVANIA OIL

MEMBER S.O.C.O.A. PERMIT No. 24

UNITED REFINING COMPANY, WARREN, PA.

LPG Prices

(Of refiners, FOB refineries, in cents per gal. tank cars or transport trucks)

District	Commercial Propane	Industrial Propane
N. Y. Harbor	8.75	8.75
Philadelphia	x8.5(3)	x8.5(3)
Baltimore	....	....
Hastings	....	....
Gulf Coast	x4-4.375(2)	x4-4.375(2)
Toledo	x7.5	x7.5

Wax

WESTERN PENNA. (T.C., in Bulk)

White Crude Scale:

122–124 A.m.p.	5(4)
124–126 A.m.p.	5(4)

SEABOARD

Melting points are AMP, 3° higher than EMP. Prices are for carload lots. Domestic prices are FOB refinery; scale in bags or bbls.; fully refined, slabs loose. Export prices are FAS; scale in bags or bbls., fully refined in bags or cartons.

Crude Scale	N.Y. Domestic	N.Y. Export
124–126 white	6.1(2)	(2)5.5–6.1(2)
Fully Refined:		
123–5	7.95	....
125–7	7.95(3)	7.5–8.65
128–30	7.95(3)	7.5–8.65
130–32	....	7.5–8.75
133–5	8.05(3)	7.5–8.75
135–7	8.05(3)	8.05–8.75
138–40	8.05(3)	8.05–8.75
143–5	8.05(2)	(3)8.05–8.75
149–51	10.05	....

Chicago District Prices

Prices to jobbers & distributors in tank car and/or truck transport lots FOB refineries, pipe line terminals and inland waterway barge terminals.

Motor Gasoline	
90 Oct. Prem.	(2)13.85–14.625
84 Oct. Reg.	(2)12.85–13.625
Light Fuel Oils	
Range oil	10.5–11.5
No. 2 fuel	9.5–10.5
Heavy Fuel Oils	
No. 5, low sulfur	6.9–7.15
No. 5, high sulfur	(2)6.9–7.375
No. 6, low sulfur	6–6.375
No. 6, high sulfur	(2)5.85–6

Mexican Bunker Prices

U. S. DOLLARS PER BBL. OF 159 LITERS

	Bunker C (Ships Bunkers)	Diesel
	Mexican Gulf	
Tampico	$1.95	$3.75
Veracruz	1.95	....
Minatitlan	1.95	3.75
	Pacific Coast	
Guaymas	$2.60	$5.65
Manzanillo	2.60	4.75
Salina Cruz	2.60	4.75

Pacific Coast

(In Ships' Bunkers, or Deep Tank Lots)	Diesel Fuel (P.S. 200)	Bunker C Fuel (P.S. 400)
San Pedro, Calif.	$4.20(5)	$1.80(5)
San Francisco	4.41(4)	1.85(4)
Portland, Ore.	4.62(4)	2.10(4)
Seattle, Wash.	4.62(4)	2.10(4)

Atlantic & Gulf Coasts

Prices are of refiners, FOB their refineries & tanker terminals and of tanker terminal operators. FOB their terminals. Ships' bunkers prices are exclusive of lighterage.

District	92 Oct. Prem. Gasoline	86 Oct. Reg. Gasoline	83 Oct. Reg. Gasoline	Kerosine No. 1 Fuel (*)	No. 2 Fuel (*)
N. Y. Harbor	15.4–15.7	14.15–14.6	....	(2)10.25–11(14)	(2)9.25–10(16)
do barges	15.3–15.6	13–14.1	....	(2)10.15–10.9(14)	(2)9.15–9.9(16)
Albany	16.7(6)	15.2(7)	....	11.3(9)	10.05–10.3(10)
Baltimore	14.4–16.6	(2)13.4–14.8	13.4	11.1(9)	9.85–10.1(9)
do barges	14.4	13.4	....	11(4)	10(5)
Baton Rouge	.....	.....	12.3	10.3	9
do barges	.....	.....	....	....	....
Boston	(6)16.7–17.2	15.2(9)	14.2	(2)10.95–11.2(14)	(2)9.95–10.2(14)
Charleston	(2)14.1–15.25	(2)13.1–13.25	....	11(5)	10.2(5)
Corpus Christi	13.5(2)	11.5–12.5	....	....	....
Houston	13.25–14.25	(2)12.25–12.3	....	10–10.25	9.125–9.25
do barges	(2)13.25–14.3	12–12.3	....	9.625–9.75	8.5–8.625(2)
Jacksonville	(2)14.4–14.7(5)	(2)13.4–13.7(5)	....	11.5(11)	10.05(8)
Miami	14.7	13.7	....	11.8	....
Mobile	14.4(3)	13.4(3)	....	11.1(4)	10.2(2)
New Haven	16.5(3)	15(3)	....	11.1(8)	9.95–10.1(10)
New Orleans	13.6	12.6	12.1	(2)10.3–10.33(2)	9.1–9.3(2)
do barges	13.6	12.6	....	10.3	8.7
Norfolk	14.3–14.6	13.3–13.7	....	11.05(7)	10.05(6)
Pensacola	14.4	13.4	....	11.1(2)	10.2
Philadelphia	16(2)	(2)14.5–14.6	....	10.85–11.1(9)	9.85–10.1(9)
do barges	.....	14.4	....	10.75–11(9)	9.75–10(5)
Pt. Everglades	14.7(3)	13.7(3)	....	11.8(5)	10.65(3)
Portland	16.8(4)	15.3(4)	....	11.05–11.3(8)	10.05–10.3(8)
Providence	16.7(4)	15.2(5)	....	10.95–11.2(8)	9.95–10.2(8)
Savannah	14.4–14.7(3)	13.4–13.7(5)	....	11.8(7)	10.65(7)
Tampa	14.2–14.6(3)	13.2–13.6(4)	....	11.7(8)	10.55(5)
Wilmington, N. C.	13.9–15.35	12.9–13.35	12.85	11(7)	10.2(7)

District	Gas House - Gas Oils (*)	No. 4 Fue	No. 5 Fuel	Diesel Oil (*) Shore Plants (50 cet., 55 d.i.)	Light Diesel (‡) Ships' Bunkers (45 cet., 45 d.i.)	Heavy Diesel Ships' Bunkers
N. Y. Harbor	10.1	(10)3.22–3.78	$2.77	10.15–10.4(7)	$4.34(4)	$4.01(4)
do barges	....	(10)3.19–3.68	2.74	.....	....	....
Albany	10.7	3.98	....	10.7(4)	....	....
Baltimore	10.2	3.25(2)	2.80	10.5(5)	4.34(4)	4.01
do barges	....	3.19	2.74	....	....	....
Baton Rouge	9.4	....	2.42	9.4	3.74(2)	3.49
do barges	....	....	2.39	....	....	....
Boston	....	....	3.21(5)	10.6(6)	4.38(3)	....
Charleston	....	....	....	10.3(2)	4.30(2)	....
Corpus Christi	....	....	....	....	....	3.15
Houston	....	....	....	9(2)	3.74(5)	3.49(5)
do barges	....	....	2.60	....	....	....
Jacksonville	....	....	....	10.65(6)	4.473(5)	....
Miami	....	....	....	10.65(2)	4.473(3)	....
Mobile	....	....	....	....	....	....
New Haven	....	3.35	....	10.5(5)	....	....
New Orleans	....	....	2.42	(2)9.7–9.8	3.74(3)	3.49(2)
do barges	....	....	2.39	....	....	....
Norfolk	10.45	3.20	2.75	10.45(4)	4.34(3)	....
Pensacola	....	....	....	10.2	....	....
Philadelphia	10.2	3.23(3)	2.99(6)	10.25–10.5(7)	4.34(4)	4.01(4)
do barges	....	....	....	....	....	....
Pt. Everglades	....	....	....	10.65(4)	4.473(4)	....
Portland	....	....	....	10.7(4)	....	....
Providence	10.6	....	3.21(3)	10.6(4)	4.38	....
Savannah	....	....	2.80	10.65(5)	4.473(5)	....
Tampa	....	....	....	10.55(6)	4.429–4.431(4)	....
Wilmington, N. C.	10.2	....	....	10.3(2)	4.30(3)	....

	No. 6 Fuel No Sulfur Guarantee	No. 6 Fuel No Sulfur Guarantee Barges	No. 6 Fuel Max. 1% Sulfur	No. 6 Fuel Max. 1% Sulfur Barges	Bunker C Fuel Ships' Bunkers
N. Y. Harbor	$2.28(13)	$2.25(15)	(2)$2.35–2.43	(2)$2.35–2.40	$2.25(10)
Albany	2.60	....	....	....	....
Baltimore	2.28(6)x	2.25(4)	2.43	2.40	2.25(4)
Baton Rouge	1.98	1.95	....	....	1.95(2)
Boston	2.32(6)	2.29(5)	2.43	2.44	2.29(5)
Charleston	2.23(2)	2.20(3)	....	....	2.20(3)
Corpus Christi	1.98	1.95	....	....	(2)1.95–2.10
Houston	(4)1.98–2.00	1.95(5)	....	....	1.95(11)
Jacksonville	2.21(6)	2.18(6)	....	....	2.18(6)
Miami	2.18	2.15(3)	....	....	2.15(3)
Mobile	2.03	2.00	....	....	2.00
New Haven	2.30(3)	2.27	....	....	2.27
New Orleans	1.98(2)	1.95(2)	....	....	1.95(4)
Norfolk	2.26(3)	2.23(4)	....	....	2.23(5)
Pensacola	....	2.38–2.41	....	....	2.30–2.35
Philadelphia	2.28(8)	2.25(9)	2.43(5)	2.40(5)	2.25(8)
Pt. Everglades	2.18(2)	2.15(2)	....	....	2.15(3)
Portland	2.32(2)	2.29	....	....	2.29
Providence	2.29(5)	2.26(4)	2.44–2.54	2.41	2.26(3)
Savannah	2.23(5)	2.20(4)	....	....	2.20(5)
Tampa	2.16(6)	2.13(4)	....	....	2.13(5)
Wilmington, N. C.	....	....	....	....	....

*) At Atlantic Coast refineries and terminals south of Maryland, and at Tampa, prices of some sellers to bulk commercial consumers are 0.15c higher than prices shown above. (‡) At points north of and including Charleston, gas oil and Diesel oil prices, and prices at highs of ranges for kerosine and No. 2 fuel, are subject to 0.5c gal. (21c bbl.) summer-fill discount.

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PRICES in effect September 28 at Refineries and Terminals—Cont.

Gulf Coast—Cargoes, Domestic & Export, All Ports

Cargo prices are FOB ship at U. S. Gulf, minimum of 20,000 bbls., and are by refiners only to other refiners, export agents, or tanker terminal operators. The figure in parentheses after each price indicates the number of companies quoting that price.

Aviation Gasoline (MIL-F-5572)

Grade 115/145	19.75
Grade 100/130	18.25
Grade 91/96	17.25

Motor Gasoline

93 Oct. Premium 12.75(3)-12.875-13(2)-13.25(2)
90 Oct. Premium 12.25(2)-12.375-12.5
87 Oct. Regular 11.75(3)-11.875-12(4)-12.25
83 Oct. Regular 11.25(2)-11.375-11.5-11.75
79 Oct. 11(2)-11.125-11.5
70-72 Oct. M Leaded 10.5(2)-10.75-11(2)

Kerosine & Light Fuels

41-43 w.w. Kerosine 9(2)-9.25-9.5-9.625(3)-9.75(3)
No. 2 Fuel 8.25(2)-8.5(2)-8.625(3)-8.75(4)-8.875

Diesel & Gas Oils

43-47 Diesel Index 8.375-8.75(2)-8.875
48-52 Diesel Index 8.5-8.875(2)-9-9.125
53-57 Diesel Index 8.625-9(2)-9.25

Heavy Fuels—Cargoes

No. 5 Fuel, 0-10 p.t. $2.60-2.65
Bunker "C" Fuel $1.85(7)-1.90(2)-2.00

Middle East Crude Prices

(Prices are per bbl. of 42 U. S. gals., exclusive of local port or other governmental charges, sales taxes, etc., if any; FOB loading port indicated, for gravities shown; 2c per bbl. differential per degree of gravity applies for gravities below and above those shown).

Crude	Company	Gravity	Price	Loading Port	Effective Date
Persian Gulf					
Arabian	Esso Export	36-36.9	$1.97	Ras Tanura, Saudi Arabia	7-27-53
Arabian	M. E. Crude Sales	34-34.9	1.93	Ras Tanura, Saudi Arabia	7-21-53
Arabian	Socony-Vacuum	36-36.9	1.97	Ras Tanura, Saudi Arabia	7-24-53
Basrah	Esso Export	36-36.9	1.92	Fao, Iraq	7-27-53
Iraq	Anglo-Iranian	36-36.9	1.92	Fao, Iraq	7-16-53
Iraq	Shell Petroleum	35-35.9	1.90	Fao, Iraq	7-20-53
Iraq	Socony-Vacuum	36-36.9	1.92	Fao, Iraq	7-24-53
Kuwait	Anglo-Iranian	31-31.9	1.72	Mina-al-Ahmadi, Kuwait	7-16-53
Kuwait	Gulf Exploration	31-31.9	1.72	Mina-al-Ahmadi, Kuwait	7-16-53
Qatar	Anglo-Iranian	40-40.9	2.08	Umm Said, Qatar	7-16-53
Qatar	Esso Export	36-36.9	2.00	Umm Said, Qatar	7-17-53
Qatar	Shell Petroleum	39-39.9	2.06	Umm Said, Qatar	7-20-53
Qatar	Socony-Vacuum	39-39.9	2.06	Umm Said, Qatar	7-24-53
Eastern Mediterranean					
Arabian	Esso Export	36-36.9	2.39	Sidon, Lebanon	7-17-53
Arabian	M. E. Crude Sales	34-34.9	2.35	Sidon, Lebanon	7-21-53
Arabian	Socony-Vacuum	36-36.9	2.39	Sidon, Lebanon	7-24-53
Iraq	Anglo-Iranian	36-36.9	2.39	Tripoli, Lebanon/Banias, Syria	7-16-53
Iraq	Esso Export	36-36.9	2.39	Tripoli, Lebanon/Banias, Syria	7-17-53
Iraq	Shell Petroleum	36-36.9	2.39	Tripoli, Lebanon/Banias, Syria	7-20-53
Iraq	Socony-Vacuum	36-36.9	2.39	Tripoli, Lebanon/Banias, Syria	7-24-53

Venezuelan Crude Prices

Prices are of Creole Petroleum Corp. for sale and/or purchase of cargo-lot quantities FOB deepwater terminals at ports named, and are subject to crude availability and company's requirements; 2c per bbl. differential per degree of gravity applies for gravities below and above those shown, except for Lagunillas Heavy for which price shown applies regardless of gravity. Price applicable for each cargo is that in effect at time vessel tenders for loading. For purchases made in fields, prices shown are basis for such purchases with deductions being made for terminaling and pipe line services in accordance with published tariffs. Purchases by Creole not subject to contracts with Venezuelan government are made at prices established by schedule shown below less 1c per bbl.

Crude	Gravity API	Price $/Barrel	FOB	Effective Date
Bachaquero	14-14.9	$1.76	Las Piedras or Amuay	June 23, 1953
Tia Juana Heavy	19-19.9	2.13	Amuay	June 23, 1953
Lagunillas Heavy	Flat	2.05	Las Piedras or Amuay	Oct. 11, 1952
Tia Juana Medium	26-26.9	2.30	Amuay	June 23, 1953
Tia Juana 102 L.P.	26-26.9	2.54	Amuay	June 23, 1953
Tia Juana Light	30-30.9	2.53	Amuay	June 23, 1953
Mara	30-30.9	2.58	Las Piedras or Amuay	June 23, 1953
Cumarebo	48-48.9	3.40	Tucupido	June 23, 1953
San Joaquin	42-42.9	3.06	Puerto La Cruz	June 23, 1953
Oficina	32-32.9	2.82	Puerto La Cruz	June 23, 1953
Mulata	35-35.9	2.88	Puerto La Cruz	June 23, 1953
Jusepin	32-32.9	2.82	Puerto La Cruz	June 23, 1953
Quiriquire	18-18.9	2.25	Caripito	June 23, 1953
Temblador	20-20.9	2.30	Caripito	June 23, 1953
Pedernales	20-20.9	1.37	Capure (Pedernales)	June 23, 1953

Aviation Gasoline Prices

(Prices are for tank cars, barges or truck transport lots; aviation gasoline meet specification MIL-F-5572, unless otherwise noted.)

District	Grade 100/130	Grade 91/96	Grade 80
New York, N. Y.	19.6(2)	18.1(2)	17.6(2)
Boston, Mass.	19.7	18.2	17.7
Baltimore, Md.	19.6	18.1	17.6
Norfolk, Va.	19.6	18.1	17.6
Charleston, S. C.	19.5	18	17.5
New Orleans, La. (Baton Rouge)	18.5	17	16.5
Houston, Texas	18.5	17	16.5

Lake Port Terminals

	Buffalo	Cleveland	Detroit	Toledo
90 Oct. Premium	17.4	....	....	....
86 Oct. Regular	15.9(2)	....	....	....
Kerosine	12.45-12.7(3)	....	....	11
Diesel Fuels	11.95(3)	....	10.75-11.15	10.85
No. 1 Fuel	....	....	11.3-12.15	10.75-11.7
No. 2 Fuel	11.2-11.45(3)	....	10.3-11.15	10-10.7
No. 5 Fuel	....	8.5a	8.1(4)	7.5(3)
No. 6 Fuel	8.85(2)	7.85a	7.35(4)	7(3)

(a) Delivered Cleveland.

Tank Wagon Prices

Prices for gasoline do not include taxes; they do, however, include inspection fees as shown in next column. Gasoline taxes, shown in separate column, include 2c federal, and state taxes; also city and county taxes as indicated in footnotes. Kerosine tank wagon prices also do not include taxes; kerosine taxes where levied are indicated in footnotes. Discounts, if any, are shown in footnotes. These prices in effect Sept. 28, 1953, as posted by principal marketing companies at their headquarters' offices, but subject to later correction.

Inspection fees per gal., included in both gasoline and kerosine prices, unless otherwise specified, are as follows:

Ala. 1/40c on gasoline; Ark. 1/20c; Fla. 1/8c; Ill. 1/100c; Ind. 2/25c; Kans. 1/100c; La. 1/32c; Minn. 5/200c; Mo. 1/25c; Neb. 2/100c; Nev. 1/20c; N. C. 1/4c; N. D. 1/20c; Okla. 2/25c; S. C. 1/8c; S. D. 1/40c; Tenn. 2/5c; and Wisc. 3/100c.

Kerosine inspection fees only: Ala. 1/2c; Iowa 1/50c; Mich. 1/5c.

Atlantic Refining

	Atlantic Gasoline (Regular Grade) Cons. T.W.	Dlr. T.W.	Taxes	Kero. & No. 1 Fuel T.W.	No. 2 Fuel T.W.
Allentown, Pa.	16.7	16.7	7.0	15.1	13.9
Altoona	17.0	16.4	7.0	15.65	14.25
Erie	17.0	17.0	7.0	15.65	14.25
Greensburg	17.0	17.0	7.0	15.65	14.25
Harrisburg	16.7	16.7	7.0	15.1	13.9
Philadelphia	16.1	16.1	7.0	14.5	13.3
Pittsburgh	17.0	17.0	7.0	15.65	14.25
Reading	14.4	....	7.0	15.1	13.9
Wilkes Barre	....	....	....	15.4	14.2
Williamsport	17.0	17.0	7.0	15.4	14.2
Wilmington, Del.	16.1	16.1	7.0	14.5	13.4
Hartford, Conn.	....	....	....	....	13.9
New Haven	16.3	16.3	6.0	....	13.4
Boston Mass.	16.4	16.4	7.0	....	13.7
Springfield	....	....	....	....	14.4
Prov., R. I.	16.4	16.4	6.0	....	13.6
Camden, N. J.	15.9	15.9	5.0	14.3	13.3
Newark	15.9	15.9	5.0	14.2	13.2
Albany, N. Y.	16.2	16.2	6.0	14.6	13.3
Binghamton	17.2	17.2	6.0	16.0	14.6
Buffalo	16.9	16.9	6.0	16.2	15.0
Elmira	17.2	17.2	6.0	16.1	14.7
Rochester	16.9	16.9	6.0	16.3	14.9
Syracuse	14.9	14.9	6.0	16.0	14.6
Watertown	18.1	18.1	6.0	17.2	15.5
Baltimore, Md.	15.8	15.8	8.0	....	13.6
Richmond, Va.	15.9	15.9	8.0	14.7	13.6
Charlotte, N. C.	16.5	16.5	9.0	14.9	13.6
Jacksonville, Fla.	16.4	15.7	9.0	....	....
Miami	16.4	16.4	9.0	....	....

	Mineral Spirits T.W.	V.M.&P. T.W.
Philadelphia, Pa.	18.5	20.0
Pittsburgh	22.0	23.0

	Heavy Fuel Oils—T.W. No. 5	No. 6
Philadelphia, Pa.	8.22	6.43

Discounts:
Kerosine and Nos. 1 & 2 fuels—Seasonal discount of 0.75c allowed at Wilmington, Del., and Pennsylvania points; 0.5c at all other points.

Notes:
Kerosine—Thru Pa. & Del., add 1c per gal. for t.w. deliveries of less than 100 gals. at one time. Camden—Add 1c for deliveries of 100-299 gals., 2c for less than 100 gals.
Mineral Spirits prices also apply to Stoddard Solvent.

Cont'l Oil

(N. B. Prices are Continental's tank-wagon prices. Current selling prices may vary from those shown because of local conditions.)

	Conoco Demand N-tane (regular) Tank	(3rd Grade) Wagon	Gasoline Taxes	Kerosine T.W.
Denver, Col.	15.8	14.8	8.0	15.3
Grand Junc.	18.2	17.2	8.0	17.6
Pueblo	16.6	15.6	8.0	16.0
Casper, Wyo.	16.7	15.7	8.0	15.5
Cheyenne	16.9	15.9	8.0	16.3
Billings, Mont.	18.0	....	8.0	17.0
Butte	19.2	....	8.0	19.0
Great Falls	18.0	....	8.0	19.0
Helena	18.6	....	8.0	19.0
Salt Lake, U.	18.4	....	7.0	17.0
Twin Falls, Ida.	21.2	....	8.0	20.2
Albuquer., N. M.	16.9	15.9	8.5	15.9
Roswell	15.6	14.6	8.5	15.2
Santa Fe	16.9	....	9.0	16.2
Muskogee, Okla.	15.0	14.0	8.5	13.9
Oklahoma City	14.8	13.8	8.5	14.1
Tulsa	14.9	13.9	8.5	13.5

Taxes:
Gasoline tax column includes these city taxes: Albuquerque & Roswell, 0.5c; Santa Fe, 1c; Cheyenne, 1c; Casper, 1c.

Discounts:
Salt Lake City and Twin Falls gasoline and kerosine prices apply for deliveries of less than 200 gals.; 200-399 gals., deduct 0.5c; 400 gals. and over, deduct 1c.

Notes:
T.W. prices are to consumers and dealers.

Standard of California

	CHEVRON (Regular) T.T. 400 Gals. & over	Av. 80/87 T.T. & over	Gasoline Taxes
San Fran., Cal.	16.1	19.6	8.0
Los Angeles	15.6	19.1	8.0
Fresno	17.2	20.7	8.0
Phoenix, Ariz.	18.6	22.3	7.0
Reno, Nev.	18.6	22.1	7.5
Portland, Ore.	16.6	20.1	8.0
Seattle, Wash.	16.6	20.1	8.5
Spokane	19.3	22.8	8.5
Tacoma	16.6	20.1	8.5
Boise, Idaho	18.6	24.3	8.0
Salt Lake, U.	16.9	20.9	7.0
Honolulu, T. H.	17.2	20.7	8.5
Fairbanks, Alaska	29.0	32.5	4.0
Juneau	18.3	21.8	4.0

	Kerosine T.T. (400 gals. & over)	Standard Diesel Fuel T.T.	Standard Furnace Oil T.T.	Standard Stove Oil T.T. (ex all taxes)
San Fran.	16.1	12.7	12.7	14.2
Los Angeles	15.6	12.2	12.2	13.7
Fresno	17.3	13.5	13.5	15.0
Phoenix	18.8	15.6	15.6	17.1
Reno	18.6	15.5	....	....
Portland	18.1	13.3	....	....
Seattle	18.1	13.3	....	....
Spokane	20.6	16.4	....	....
Tacoma	18.1	13.3	....	....
Boise	24.7	15.2	15.2	16.7
Salt Lake	17.0	13.5	11.5*	14.0
Honolulu	17.2	13.5	13.5	....
Fairbanks	32.7	....	....	....
Juneau	19.8	....	....	....

Taxes:
Boise—8c gas tax applies to motor fuel only; avgas taxes are 2c federal, 2.5c state.
Salt Lake—7c gas tax applies to motor fuel only; avgas taxes are 2c federal, 4c state.
Honolulu—8.5c gas tax applies to motor fuel only; avgas taxes are 2c federal, 3.5c territorial. Standard Diesel/furnace oil price is ex 1c territorial liquid fuels tax. All T.T. prices are ex Hawaiian gross income tax of 1% to resellers, 2.5% to consumers.

Notes:
Gasoline—For other deliveries of Chevron (Regular) and Chevron Aviation 80/87, add to 400-gals.-and-over price 1.0c for 40-199 gals; 0.5c for 200-399 gals., except for deliveries to Marine trade in Alaska (excluding Chevron Aviation 80/87) where 0.5c differential applies to 40-399 gal. delivery; for less than 40 gals. add 5.0c gal.; except at Honolulu add 5.0c for less than 40 gals. to Marine trade and less than 100 gals. to Shoreside trade. Prices for Chevron Aviation 80/87 at Salt Lake City apply to all quantities in excess of 40 gals. Prices for Chevron Supreme (Premium) are 2.2c gal. higher, except at Boise, and Salt Lake, which are 2.0c gal. higher—than Chevron (Regular) for quantity delivered. For less than 40 gal. deliveries, add 5.0c gal. to 400-gals.-and-over price, except at Honolulu, add 5.0c gal. for less than 40 gals. (Marine) and less than 100 gals. (Shoreside). Add to Chevron Aviation 80/87 quantity delivered prices, 2.0c for 91/98, 5.0c for 100/130 and 8.0c for 115/145.
Kerosine—T.T. prices, except at Salt Lake City, apply to deliveries of 400 gals. & over. For other deliveries: less than 40 gals., add 8c; 200-399 gals., add 1c; 40-199 gals., add 4c; tank car/truck trailer, deduct 1.5c. Salt Lake City posted tank truck price is for minimum 40 gal. deliveries.
Standard Diesel/Furnace Oil & Standard Stove Oil—T.T. prices are for deliveries of 400 gals. or more. For other deliveries: 40-199 gals., add 1c; 200-399 gals., add 0.5c; less than 40 gals., add 5c.
* Standard No. 2 Burner Oil.

Humble Oil

	Humble Gasoline Regular T.W.	Retail	Gasoline Taxes	Kerosine Tank Wagon	Retail
Dallas, Tex.	14.8	20.1	6.0	13.3	17.5
Ft. Worth	14.8	20.1	6.0	13.3	17.5
Houston	14.7	20.0	6.0	13.3	17.5
San Antonio	15.0	20.3	6.0	13.3	17.5

Notes:
T.W. prices are to all classes of dealers and consumers.

Esso Standard

	Esso Gasoline (Regular Grade) Gasoline Cons. T.W.	Dlr. T.W.	Taxes	Kerosine T.W.
Atlantic City, N. J.	15.9	15.9	5.0	14.3
Newark	15.9	15.9	5.0	14.2
Baltimore, Md.	15.8	15.8	8.0	14.1
Cumberland	17.3	17.3	8.0	15.5
Washington, D. C.	16.3	16.3	7.0	14.8
Danville, Va.	16.7	16.7	8.0	15.2
Petersburg	16.4	16.4	8.0	15.0
Norfolk	15.5	15.5	8.0	14.3
Richmond	15.9	15.9	8.0	14.7
Roanoke	17.6	17.6	8.0	16.1
Charleston, W. Va.	16.9	16.9	7.0	15.8
Fairmont	17.2	17.2	7.0	16.2
Parkersburg	17.2	17.2	7.0	15.2
Wheeling	17.0	17.0	7.0	15.0
Charlotte, N. C.	16.5	16.5	9.0	14.9
Hickory	16.7	16.7	9.0	15.1
Mt. Airy	16.9	16.9	9.0	15.4
Raleigh	16.8	16.8	9.0	15.4
Salisbury	16.5	16.5	9.0	14.7
Charleston, S. C.	15.4	15.4	9.0	....
Columbia	17.0	17.0	9.0	....
Spartanburg	15.9	15.9	9.0	....
New Orleans, La.	15.1	15.1	9.0	13.4
Baton Rouge	14.9	14.9	9.0	13.1
Alexandria	16.2	16.2	9.0	14.2
Lake Charles	14.8	14.8	9.0	13.7
Shreveport	16.4	16.4	9.0	14.1
New Iberia	15.4	15.4	9.0	13.7
Knoxville, Tenn.	16.2	16.2	9.0	14.8
Memphis	15.8	15.8	9.0	14.1
Chattanooga	16.1	16.1	9.0	14.2
Nashville	16.2	16.2	9.0	14.6
Little Rock, Ark.	16.7	16.7	8.5	15.0

	Naphthas Min. Spirits T.W.	Steel Bbls V.M.&P.
Newark, N. J.		
3,600 gals. & over	18.0	19.5
Steel bbls.	24.0	25.5
Baltimore, Md.		
3,600 gals. & over	16.7	....
Steel bbls.	25.5	....
Washington, D. C.		
100-499 gals.	20.0	....
500-3,599 gals.	19.0	....
3,600 gals. & over	17.2	....
Steel bbls.	26.0	....

FUEL OILS—T.W.

	No. 1	No. 2	No. 4	No. 6
Atlantic City, N. J.	14.5	13.3	....	....
Newark	14.2	13.2	$3.744	$2.836
Baltimore, Md.	14.1	13.6	3.79	2.85
Washington, D. C.	14.8	14.0	4.05	2.89
Norfolk, Va.	14.3	13.2	....	....
Danville	....	13.8	....	....
Petersburg	15.0	13.9	....	....
Richmond	14.7	13.6	....	....
Roanoke	....	14.7	....	....
Charlotte, N. C.	14.9	13.6	....	....
Hickory	15.1	13.9	....	....
Mt. Airy	....	14.1	....	....
Raleigh	15.4	14.55	....	....
Salisbury	14.7	13.3	....	....
Charleston, S. C.	....	13.4	....	....
Columbia	....	14.3	....	....
Spartanburg	....	13.5	....	....

Taxes: Louisiana kerosine prices do not include 1c state tax.
Discounts: Summer-fill discount of 0.5c allowed on kerosine and Nos. 1 & 2 fuels.
Notes: Kerosine No. 1—Atlantic City prices are for deliveries of 300 gals. or more; add 1c fo 100-299 gals. 2c for less than 100 gals.
No. 6—Washington price is for min. delivery of 1,050 gals.; for min delivery of 2,500 gals. price is $2.83 per bbl.

Imperial Oil

(Prices are per imperial gal.; to arrive at price per U. S. gal., subtract 1/6th.)

	Esso Gasoline (Regular Grade) Dealer T.W.	Gasoline Taxes	Kerosine Wagon	Retail
St. John's Nfld.	23.8	14.0		25.8
Halifax, N. S.	22.2	15.0		24.2
St. John, N. B.	22.2	13.0		24.2
Charlottetown, P. E. I.	24.2	13.0		26.2
Montreal, Que.	23.1	13.0		25.1
Toronto, Ont.	23.1	11.0		25.1
Hamilton, Ont.	23.1	11.0		25.1
Winnipeg, Man.	23.5	9.0		27.5
Brandon, Man.	25.7	9.0		27.7
Regina, Sask.	22.2	11.0		24.2
Saskatoon, Sask.	25.1	11.0		27.1
Calgary, Alta.	22.4	10.0		24.4
Edmonton, Alta.	20.9	10.0		22.9
Vancouver, B. C.	24.0	10.0		26.0

Taxes: Gasoline taxes are provincial taxes.

PRICES in effect September 28—Tank Wagon—Cont.

Socony Vacuum

	Gasoline Taxes	Mobilgas Aircraft Grade 80 T.W.	Grade 91 T.W.	Grade 100 T.W.	Mobilgas (Regular Grade) Cons. T.C.	Dir. T.C.	Cons. T.W.	Dir. T.W.	Mobil Kerosine T.C.	Yard	T.W.	Mobilfuel Diesel T.C.	T.W.	Mobilheat (No. 2 Fuel) T.C.	Yard	T.W.	S/V No. 4 Fuel T.W.	S/V No. 6 Fuel T.W.
New York City:																		
Manh.	6.0	....	....	....	....	....	16.2	16.2	....	....	14.5	....	13.7	....	....	13.3	11.21	6.33
Bronx	6.0	....	....	....	....	....	16.2	16.2	....	11.7	14.7	....	13.7	....	10.5	13.4	11.21	6.33
Kings	6.0	....	....	....	....	....	16.2	16.2	11.1	11.5	14.5	10.5	13.7	10.1	10.4	13.3	11.21	6.33
Queens	6.0	....	....	....	....	....	16.2	16.2	....	....	14.5	....	13.7	....	....	13.3	11.21	6.33
Richmond	6.0	....	....	....	....	....	16.2	16.2	11.0	11.3	14.3	10.4	13.4	10.0	10.3	13.0	11.21	6.33
Albany, N. Y.	6.0	23.3	24.3	....	15.2	15.2	16.2	16.2	11.3	11.5	....	10.7	13.7	10.3	10.5	13.3	9.95	6.96
Binghamton	6.0	....	....	....	16.1	16.1	17.2	17.2	12.7	12.9	16.0	12.1	15.1	11.6	11.8	14.6	.....	.....
Buffalo	6.0	23.1	24.1	26.1	15.9	15.9	16.9	16.9	12.7	12.9	16.2	11.95	15.5	11.45	11.65	15.0	.....	10.05
Jamestown	6.0	....	....	....	....	....	17.2	17.2	12.7	12.9	16.4	....	15.4	12.1	12.3	14.9	.....	.....
Mt. Vernon	6.0	....	....	....	....	....	16.5	16.5	....	11.8	14.5	....	13.9	....	10.6	13.5	11.29	.....
Plattsburg	6.0	....	....	....	....	....	17.6	17.6	12.6	12.8	....	....	....	11.7	11.9	14.7	.....	.....
Rochester	6.0	23.0	24.0	....	15.8	15.8	16.9	16.9	12.8	13.0	16.3	....	15.4	11.8	12.0	14.9	.....	.....
Syracuse	6.0	....	....	....	13.9	13.9	14.9	14.9	12.5	12.7	....	12.0	15.1	11.5	11.7	14.6	.....	.....
Bridgeport, Conn.	6.0	....	....	....	....	....	16.3	16.3	11.1	11.1	....	....	....	10.1	10.1	13.4	.....	.....
Danbury	6.0	....	....	....	....	....	16.8	16.8	....	....	....	....	....	....	....	....	.....	.....
Hartford	6.0	....	....	....	15.0	15.0	16.3	13.9	11.6	11.6	....	11.0	14.1	10.6	10.6	13.9	.....	.....
New Haven	6.0	....	....	....	15.0	15.0	16.3	16.3	11.1	11.1	....	10.5	13.8	10.1	10.1	13.4	.....	.....
Bangor, Me.	8.0	....	....	....	16.0	16.0	17.7	17.7	12.0	....	16.2	11.4	14.7	11.0	....	14.3	.....	.....
Portland	8.0	....	....	....	15.3	15.3	16.5	16.5	11.3	....	15.5	10.7	14.0	10.3	....	13.6	.....	.....
Boston, Mass.	7.0	20.8	21.8	23.8	15.2	15.2	16.4	16.4	11.2	....	15.7	10.6	14.1	10.2	....	13.7	.....	.....
Concord, N. H.	7.0	....	....	....	....	....	17.5	17.5	....	....	....	....	14.9	....	....	14.5	.....	.....
Lancaster	7.0	....	....	....	....	....	18.9	18.9	....	....	....	....	16.1	....	....	14.6	.....	.....
Manchester	7.0	....	....	....	....	....	17.2	17.2	....	....	16.4	....	14.8	....	....	14.4	.....	.....
Portsmouth	7.0	23.0	24.0	....	15.9	15.9	16.8	16.8	11.8	....	....	11.2	14.2	10.8	....	13.8	.....	.....
Providence, R. I.	6.0	21.8	22.8	24.8	15.2	15.2	16.4	16.4	11.2	....	15.3	10.6	14.0	10.2	....	13.6	.....	.....
Burlington, Vt.	7.0	....	....	....	16.1	16.1	17.1	17.1	12.5	12.5	....	12.0	14.8	11.6	11.6	14.4	.....	.....
Rutland	7.0	....	....	....	....	....	17.8	17.8	....	13.0	....	....	15.3	....	12.0	14.9	.....	.....

Tank Wagon Prices	Buffalo	N. Y. City	Rochester	Syracuse	Boston	Hartford	Providence
Mineral Spirits	19.5	18.0	20.5	22.0	19.0	20.0	19.5
V. M. & P. Naphtha	21.5	19.5	22.5	23.5	20.5	21.5	21.5

Taxes: N.Y.C. prices are ex 3% city sales tax, Syracuse prices ex 2% city sales tax, applicable to price of gasoline (ex tax).
Discounts: Mobil Kerosine & Mobilheat—New York City & Mt. Vernon prices subject to 0.5c discount, except on tank wagon discount is applicable only to deliveries of 300 gals. or more; all prices (tank car, yard & tank wagon) at all other points subject to 0.5c discount.
Mobilfuel Diesel—New York City (Kings & Richmond) tank car prices subject to 0.5c discount; New York City & Mt. Vernon tank wagon prices subject to 0.5c discount on deliveries of 800 gals or more; tank car and tank wagon prices at all other points subject to 0.5c discount and tank wagon prices subject to additional 0.5c discount on deliveries of 800 gals. or more.
Notes: Jamestown T.C. prices are delivered prices; all other T.C. prices are FOB bulk terminals.

Ohio Standard

	Gasoline Taxes	Aviation Gas.-Cons. T.W. Sohio Avia. 80	Sohio Avia. 91	Sohio Avia. 100	Sohio X-Tane Gasoline (Regular Grade) Consumer T.W.	Resellers	S.S.	Naphtha & Solvents—Cons. T.W. S.R. Solvent	D.C. Naphtha	V.M.&P. Naphtha	Varnolene	Sohio Solvent	Kerosine T.W.	No. 1 Sohio-Heat	No. 2 Sohio-Heat
Akron	7.0	23.75	24.75	27.75	19.4	15.9	19.9	21.5	23.0	23.0	22.0	22.0	14.7	14.7	13.7
Canton	7.0	23.75	24.75	27.75	20.0	16.5	21.1	21.5	23.0	23.0	22.0	22.0	14.7	14.7	13.7
Cincinnati	7.0	23.75	24.75	27.75	20.0	16.5	21.1	21.5	23.0	23.0	22.0	22.0	14.7	14.7	13.7
Cleveland	7.0	23.75	24.75	27.75	20.0	16.5	21.1	21.5	23.0	23.0	22.0	22.0	14.7	14.7	13.7
Columbus	7.0	23.75	24.75	27.75	20.0	16.5	21.1	21.5	23.0	23.0	22.0	22.0	14.7	14.7	13.7
Dayton	7.0	23.75	24.75	27.75	20.0	16.5	21.1	21.5	23.0	23.0	22.0	22.0	14.7	14.7	13.7
Lima	7.0	23.75	24.75	27.75	20.0	16.5	21.1	21.5	23.0	23.0	22.0	22.0	14.7	14.7	13.7
Mansfield	7.0	23.75	24.75	27.75	18.9	15.4	18.9	21.5	23.0	23.0	22.0	22.0	14.7	14.7	13.7
Marion	7.0	23.75	24.75	27.75	20.0	16.5	21.1	21.5	23.0	23.0	22.0	22.0	14.7	14.7	13.7
Portsmouth	7.0	23.75	24.75	27.75	20.0	16.5	21.1	21.5	23.0	23.0	22.0	22.0	14.7	14.7	13.7
Toledo	7.0	23.75	24.75	27.75	20.0	16.5	21.1	21.5	23.0	23.0	22.0	22.0	14.7	14.7	13.7
Youngstown	7.0	23.75	24.75	27.75	20.0	16.5	21.1	21.5	23.0	23.0	22.0	22.0	14.7	14.7	13.7
Zanesville	7.0	23.75	24.75	27.75	20.0	16.5	21.1	21.5	23.0	23.0	22.0	22.0	14.7	14.7	13.7

Taxes: Hangar operators can purchase aviation gasoline less 4c per gal. State Road Tax by supporting purchase with State Tax Exemption Form A-10 to supplier.
Discounts: Sohio Aviation—on contract to hangar operators and resellers, 2c off consumer t.w.
Notes: Kerosine, Nos. 1 and 2 Fuels—Prices are for 100 gals. or more. 50 to 99 gals. add 1c per gal., 1-49 gals. add 2c per gal.
Naphthas & Solvents—T.W. and drum prices are for deliveries of 500 gals. or more. For other deliveries:150-499 gals., add 2c; less than 150 gals., add 5c.
Renown (third grade) gasoline prices are same as X-Tane unless otherwise noted. S.S. prices are at company-operated stations.

Indiana Standard

Tank wagon prices listed below were obtained by NPN correspondents who visited Standard of Indiana bulk plants where the company's prices are publicly posted.

	Red Crown (Reg. Grade) Cons. T.W.	Dir. T.W.	Gasoline Taxes	Kerosine T.W.	Stanolex Furnace Oil 1-99 gals.	100 gals. & over	100-174 gals.	100-349 gals.	175-999 gals.	350 gals. & over	1,000 gals. & over
Chicago, Ill.	18.3	16.3	7.0	16.3	....	....	....	....	....	....	....
South Bend, Ind.	19.0	17.5*	6.0	17.1	15.8	14.3	....	....	....	....	....
Detroit, Mich.	18.3	16.8	6.5	16.3	15.4	14.4	....	....	....	....	....
Mpls.-St. Paul	17.8	16.3*	7.0	16.7	15.3	....	14.3	....	13.6	....	13.1
Des Moines, Ia.	17.4	15.9	7.0	16.3	14.2*	13.2*	....	....	....	....	....
St. Louis, Mo.	17.2	15.7	6.0	16.0	14.1	13.1	....	....	....	....	....
Wichita, Kans.	15.4	15.6	7.0	14.6	12.8	11.8	....	....	....	....	....
Omaha, Nebr.	17.5	16.0	8.0	16.0	14.4	13.4	....	....	....	....	....
Fargo, N. D.	18.7	17.2	7.0	17.6	15.9	14.9	....	....	....	....	....
Huron, S. D.	18.6	17.1	7.0	17.5	15.8	14.8	....	....	....	....	....
Milwaukee, Wisc.	18.8	17.3	6.0	17.0	15.8	....	....	14.8	....	14.5	....

Fuel Oils—T.W.—Chicago, Ill.

	Standard Heater Oil	Stanolex Furnace Oil
1-99 gals.	16.3	15.3
100-149 gals.	15.3	....
150 gals. & over	14.8	....
100-399 gals.	....	14.3
400 gals. & over	....	13.8

	Stanolex Fuel A	Stanolex Fuel C
1-749 gals.	9.15	8.0
750 gals. & over	8.4	7.25

Taxes: St. Louis, Mo., gasoline tax includes 1c city tax. Des Moines, Ia., kerosine and furnace oil prices do not include 4c state tax. State sales, occupation, consumer & use taxes to be added where applicable.
*"Temporary" price.

Texas Co.

	Fire-Chief Gasoline (Regular Grade) Dealer T.W.	Gasoline Taxes	Kerosine Dealer T.W.
Dallas, Tex.	14.8	6.0	13.3
Ft. Worth	14.8	6.0	13.3
Wichita Falls	15.0	6.0	13.3
Amarillo	15.0	6.0	13.3
Tyler	15.0	6.0	13.3
El Paso	16.8	6.0	14.35
San Angelo	15.0	6.0	13.3
Waco	14.9	6.0	13.3
Austin	14.9	6.0	13.3
Houston	14.7	6.0	13.3
San Antonio	15.0	6.0	13.3
Port Arthur	14.7	6.0	13.3

Notes: Dealer t.w. prices apply also to all classes of consumers with minimum delivery of 50 gals.

Kentucky Standard

	Crown Net Dealer	Gasoline Taxes	Kerosine T.W.
Covington, Ky.	16.4	9.0	15.2
Lexington	17.7	9.0	15.9
Louisville	16.5	9.0	15.2
Paducah	15.9	9.0	14.8
Jackson, Miss.	16.8	9.0	15.1
Vicksburg	16.3	9.0	14.6
Birmingham, Ala.	16.7	9.0	15.6
Mobile	16.1	10.0	14.9
Montgomery	16.8	10.0	15.6
Atlanta, Ga.	16.9	8.0	15.3
Augusta	17.6	8.0	16.5
Macon	17.0	8.0	15.3
Savannah	16.4	8.0	15.6
Jacksonville, Fla.	16.4	9.0	15.6
Miami	16.4	9.0	15.6
Pensacola	16.2	10.0	14.6
Tampa	16.3	9.0	15.5

Taxes:
Gasoline tax column includes these city & county taxes: Mobile, 2c city; Birmingham, 1c county; Montgomery, 1c city & 1c county; Pensacola, 1c city. Other taxes not included in prices: Georgia, kerosine, 1c; Montgomery, kerosine 1c; Mississippi, kerosine 0.5c.

Notes:
Consumer t.w. prices are same as net dealer prices.

CRUDE OIL PRICES—in $ per bbl. of 42 U. S. gals. at the well, except Canadian prices as noted.

FIELDS EAST OF CALIFORNIA

SCHEDULE	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Gravity																		
Below 12	....	....	....	....	....	....	....	....	....	....	1.71	....	....	....	....	....	....	....
12–12.9	....	....	....	....	....	....	....	....	....	....	1.75	....	....	....	....	....	....	....
13–13.9	....	....	....	....	....	....	....	....	....	....	1.79	....	....	....	....	....	....	....
14–14.9	....	....	....	....	....	....	....	....	....	....	1.83	....	....	....	....	....	....	....
Below 15	....	....	....	....	....	....	....	....	....	....	....	1.95	....	....	....	....	....	....
15–15.9	....	....	....	....	....	....	....	....	....	....	1.87	1.97	....	....	....	....	....	1.53
16–16.9	....	....	....	....	....	....	....	....	....	....	1.91	1.99	....	....	....	....	....	1.59
17–17.9	....	....	....	....	....	....	....	....	....	....	1.95	2.01	....	....	....	....	....	1.65
Below 18	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.87	....
18–18.9	....	....	....	....	....	....	....	....	....	....	1.99	2.08	....	....	....	....	1.89	1.71
19–19.9	....	....	....	....	....	....	....	....	....	....	2.08	2.05	....	....	....	....	1.91	1.77
Below 20	2.48	2.50	2.35	2.41	2.81	2.68	2.78	2.83	2.73	2.71	....	....	2.38	2.53	2.58	2.63	....	....
20–20.9	2.50	2.52	2.37	2.43	2.83	2.70	2.80	2.85	2.75	2.73	2.07	2.07	2.40	2.55	2.60	2.65	1.93	1.83
Below 21	2.50	....	2.37	....	....	....	2.80	....	....	....	....	....	....	....	....	2.65	....	....
21–21.9	2.52	2.54	2.39	2.45	2.85	2.72	2.82	2.87	2.77	2.75	2.09	2.09	2.42	2.57	2.62	2.67	1.95	1.89
22–22.9	2.54	2.56	2.41	2.47	2.87	2.74	2.84	2.89	2.79	2.77	2.11	2.11	2.44	2.59	2.64	2.69	1.97	1.95
23–23.9	2.56	2.58	2.43	2.49	2.89	2.76	2.86	2.91	2.81	2.79	2.13	2.13	2.46	2.61	2.66	2.71	1.99	2.01
Below 24	2.56	....	....	....	2.89	2.76	2.86	2.91	2.81	2.79	....	....	....	2.61	....	2.71	....	....
24–24.9	2.58	2.60	2.45	2.51	2.91	2.78	2.88	2.93	2.83	2.81	2.15	2.15	2.48	2.63	2.68	2.73	2.01	2.07
Below 25	2.58	2.60	....	2.51	....	....	....	....	....	....	....	....	....	....	....	....	....	2.07
25–25.9	2.60	2.62	2.47	2.53	2.93	2.80	2.90	2.95	2.85	2.83	2.17	2.17	2.50	2.66	2.70	2.75	2.03	2.13
26–26.9	2.62	2.64	2.49	2.55	2.95	2.82	2.92	2.97	2.87	2.85	2.19	2.19	2.52	2.67	2.72	2.77	2.05	2.19
27–27.9	2.64	2.66	2.51	2.57	2.97	2.84	2.94	2.99	2.89	2.87	2.21	2.21	2.54	2.69	2.74	2.79	2.07	2.24
28–28.9	2.66	2.68	2.53	2.59	2.99	2.86	2.96	3.01	2.91	2.89	2.23	2.23	2.56	2.71	2.76	2.81	2.09	2.29
Below 29	....	....	2.53	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
29–29.9	2.68	2.70	2.55	2.61	3.01	2.88	2.98	3.03	2.93	2.91	2.25	2.25	2.58	2.73	2.78	2.83	2.11	2.34
30–30.9	2.70	2.72	2.57	2.63	3.03	2.90	3.00	3.05	2.95	2.93	2.27	....	2.60	2.75	2.80	2.85	2.13	2.39
31–31.9	2.72	2.74	2.59	2.65	3.05	2.92	3.02	3.07	2.97	2.95	2.29	....	2.62	2.77	2.82	2.87	....	2.44
Below 32	....	....	....	....	....	....	....	....	....	....	....	....	....	....	2.82	....	....	....
32–32.9	2.74	2.76	2.61	2.67	3.07	2.94	3.04	3.09	2.99	2.97	2.31	....	2.64	2.79	2.84	2.89	....	2.48
33–33.9	2.76	2.78	2.63	2.69	3.09	2.96	3.06	3.11	3.01	2.99	....	....	2.66	2.81	2.86	2.91	....	2.52
34–34.9	2.78	2.80	2.65	2.71	3.11	2.98	3.08	3.13	3.03	3.01	....	....	2.68	2.83	2.88	2.93	....	2.56
35–35.9	2.80	2.82	2.67	2.73	3.13	3.00	3.10	3.15	3.05	3.03	....	....	2.70	2.85	2.90	2.95	....	2.60
36–36.9	2.82	2.84	2.69	2.75	3.15	3.02	3.12	3.17	3.07	3.05	....	....	2.72	2.87	2.92	2.97	....	2.64
37–37.9	2.84	2.86	2.71	2.77	3.17	3.04	3.14	3.19	3.09	3.07	....	....	2.74	2.89	2.94	2.99	....	2.66
38–38.9	2.86	2.88	2.73	2.79	3.19	3.06	3.16	3.21	3.11	3.09	....	....	2.76	2.91	2.96	3.01	....	2.68
39–39.9	2.88	2.90	2.75	2.81	3.21	3.08	3.18	3.23	3.13	3.11	....	....	2.78	2.93	2.98	3.03	....	2.70
40 & above	2.90	2.92	2.77	2.83	3.23	3.10	3.20	3.25	3.15	3.13	....	....	2.80	2.95	3.00	3.05	....	2.72

Prices in fields east of California were effective as of 7 a.m., June 15, 1953, except as noted. Prices are shown by states and by general areas in most states. Details of fields where each company posts and exceptions to gravity schedules as shown above will be furnished on request to NPN. Scattered fields on gravity schedule as well as fields for which flat prices are posted are shown in the Flat Price Section.

GRAVITY SCHEDULES

ARKANSAS—Sweet Crude
Schedule A: Arkansas Fuel, Esso, Gulf, Magnolia.

ARKANSAS—Sour & Other Crudes
Schedule M: Ark. Fuel, Esso, Ohio Oil.

COLORADO—Sweet Crude
Schedule A: Continental, Phillips, Pure, Sinclair, Texaco.

Kansas—All fields
Schedule A: Carter, Cities Service, Continental, Gulf, Phillips, Pure, Shell, Sinclair, Stanolind, Texaco.

LOUISIANA—Central
Catahoula Lake & Other Fields:
Schedule N: Esso
Hemphill & Other Fields:
Schedule O: Esso, Gulf, Stanolind.
Olla & Other Fields:
Schedule P: Ark. Fuel, Esso.

LOUISIANA—Coastal
Edgerly & Other Fields:
Schedule F: Gulf.
Eunice & Other Fields:
Schedule E (24-29 gravity): Cities Service, Sun.

LOUISIANA—East
Delhi & Other Fields:
Schedule N: Esso, Stanolind, Sun.
Fairview & Other Fields:
Schedule O: Esso.

LOUISIANA—North
Athens-Pettit & Other Fields:
Schedule M: Esso, Gulf.
Caddo, Homer & Other Fields:
Schedule A: Ark. Fuel, Esso, Gulf, Magnolia, Stanolind.

LOUISIANA—South
Schedule P: Cities Service, Continental, Esso, Gulf, Magnolia, Pure, Shell, Stanolind, Sun, Texaco.

MISSISSIPPI—Eucutta & Other Fields
Schedule Q: Esso, Gulf.

MISSISSIPPI—Fayette & Other Fields
Schedule O: Esso, Pure.

MISSISSIPPI—Overton & Other Fields
Schedule N: Esso.

MONTANA—Sweet Crude
Schedule A: Carter, Phillips, Ohio Oil, Stanolind, Texaco.

MONTANA—Sour Crude
Schedule R: Carter, Continental, Ohio Oil, Stanolind.

NEBRASKA—All fields
Schedule A: Pure, Sinclair.

NEW MEXICO—Intermediate Crude
Schedule D: Atlantic, Cities Service, Continental, Gulf, Humble, Magnolia, Phillips, Pure, Shell, Sinclair, Stanolind, Texaco.

NEW MEXICO—Sour Crude
Schedule C: Atlantic, Cities Service, Continental, Gulf, Humble, Magnolia, Shell, Sinclair, Stanolind, Texaco.

OKLAHOMA—All fields
Schedule A: Carter, Cities Service, Continental, Gulf, Magnolia, Phillips, Pure, Shell, Sinclair, Stanolind, Texaco.

TEXAS—East Texas Field
$2.90 Flat Price: Ark. Fuel, Atlantic, Cities Service, Gulf, Humble, Magnolia, Ohio Oil, Pan American, Phillips, Shell, Sinclair, Stanolind, Sun, Texaco.

TEXAS—East Central
Schedule B: Humble, Sinclair.

TEXAS—Gulf Coast
Aldine & Other Fields:
Schedule P: Pan American, Phillips, Stanolind.
Anahuac & Other Fields:
Schedule F: Cities Service, Gulf, Humble, Magnolia, Pan American, Phillips, Pure, Republic, Shell, Sinclair, Sun, Texaco.
Arcola & Other Fields:
Schedule J: Atlantic, Phillips, Pure, Sinclair, Texaco.
Goose Creek & Other Low Cold Test Fields:
Schedule E (24-30 Gravity): Humble, Pan American, Stanolind, Sun, Texaco.
Hastings & Other Fields:
Schedule E (20-40 Gravity): Atlantic, Gulf, Humble, Pan American, Stanolind.

TEXAS—North, North Central
Schedule A: Continental, Gulf, Magnolia, Sinclair, Stanolind, Texaco.

TEXAS—Northeast
(Asphalt Crudes)
Cayuga & Other Fields:
Schedule K: Pan American.
Talco & Other Fields:
Schedule L: Humble, Texaco.

TEXAS—Panhandle
Schedule A: Gulf, Humble, Magnolia, Phillips, Texaco.

TEXAS—Southwest
Bianconia & Other Fields:
Schedule I: Cities Service, Continental, Humble, Pure, Stanolind, Sun.
Kelsey & Other Fields:
Schedule H: Humble, Sun.
Mirando & Other Crudes:
Schedule G (24-29 Gravity): Humble, Magnolia, Sinclair, Sun, Texaco.
Refugio & Other Crudes:
Schedule G (20-40 Gravity): Atlantic, Cities Service, Humble, Phillips, Republic, Sinclair, Sun.

TEXAS—West Central
Schedule A: Humble, Magnolia, Stanolind, Texaco.

TEXAS—West Texas Sweet
Schedule A: Atlantic, Cities Service, Gulf, Humble, Magnolia, Phillips, Pure, Shell, Sinclair, Stanolind, Texaco.

TEXAS—West Texas Intermediate
Schedule D: Atlantic, Cities Service, Gulf, Humble, Magnolia, Phillips, Pure, Shell, Sinclair, Stanolind, Texaco.

TEXAS—West Texas Sour
Schedule C: Atlantic, Cities Service, Gulf, Humble, Magnolia, Ohio Oil, Phillips, Pure, Shell, Sinclair, Stanolind, Texaco.

WYOMING—Sweet Crude
Schedule A: Carter, Continental, Ohio Oil, Pure, Sinclar, Stanolind.

WYOMING—Sour Crude
Schedule R: Carter, Continental, Ohio Oil, Pure, Sinclair, Stanolind.

FLAT PRICES

(Listings also include some fields on gravity schedules)

ARKANSAS

Limestone Condensate (Esso)	$2.95
Sandstone Condensate (Esso)	3.00
Smackover (Ark. Fuel, Gulf)	2.33

ILLINOIS

Eastern Illinois (Ohio Oil) 1c below. Schedule J
Illinois Basin (Ashland, Cities Service, Continental, Gulf, Magnolia, Ohio Oil, Pure, Shell, Texaco) 3.02
Loudon Pool (Carter) 3.02
Mattoon Pool (Carter) 3.02
Plymouth (Ohio Oil) 2.69

INDIANA

Indiana Basin (Ashland, Pure) 3.02
Western Indiana (Ohio Oil) 1c below.Schedule J

KENTUCKY

Butler Co. Area (Owensboro-Ashland) 2.65
Owensboro Area (Ashland) 3.02
Ragland Grade (Ashland) 2.62
Somerset Grade (Ashland) 3.02

LOUISIANA

Bayou Pigeon (Republic) 2.95
Bear (Continental) 3.02

Bivens (Atlantic)	3.00
Creole (Pure)	2.91
Haynesville-Smackover Lime:	
Condensate (Ark. Fuel, Gulf)	3.00
Crude (Ark. Fuel, Gulf)	2.95
Neale (Atlantic)	3.00
North Louisiana Condensate:	
Cotton Valley (Esso)	3.00
Gloyd (Esso)	2.95
South Louisiana Condensate (Esso)	3.15
Sweet Lake (Pure)	2.81
Urania (Ark. Fuel)	2.89
Ville Platte (Continental)	3.05

MICHIGAN

(Only lowest and highest postings of each company are shown below; other postings may be obtained on request to NPN.)

Bay Pipe Line:	
Adams Heavy & other fields	2.92
Sanford & other fields	3.08
Leonard Pipe Line (6-16-53):	
Clare City	2.74
Fork & other fields	3.10
Pure:	
Adams & Deep River	2.92
Coldwater & other fields	3.10
Simrall:	
Montmorency	2.61
Barryton-Sun Denslow	3.24
Sohio:	
Cato	2.91
Coldwater & Isabella	3.10

MISSISSIPPI

Baxterville:	
Condensate (Gulf)	2.75
Crude (Gulf)	1.50
Central Miss. Condensate:	
Fayette (Esso)	3.10
Gwinville (Esso)	3.00
Pickens crude (Carter)	Schedule D

MONTANA

Cat Creek (Continental)	2.90
Darling (Carter)	2.60
Pondera (Phillips)	Schedule M

OHIO

Cleveland & other fields (S.O. Ohio)	2.70
Corning (Seep, 6-16-53)	2.72
Lima (S.O. Ohio)	2.50

PENNSYLVANIA—Penn. Grade
(Sept. 21, 1953, except Zanesville Sept. 22)

Bradford, Pa. (Seep)	4.05
Buckeye, Ohio (Seep)	3.54
Eureka, W. Va. (Pure, Seep)	3.55
Middle Penn. District (Seep)	4.05
Southwest Penn. District (Seep)	3.61
Zanesville, Ohio (Ashland)	2.90

TEXAS

Agua Dulce (Republic)	3.10
Atlee (Republic)	3.05
Benedum Condensate (Shell)	2.90
Cayuga Condensate (Pan American)	2.90
Chapel Hill:	
Condensate (Sinclair)	2.90
Crude (Sinclair)	2.83
Charlotte (Humble) 5c above	Schedule B
Clay Creek (Sun)	2.65
Conroe (Humble, Sun, Texaco)	3.13
Darst Creek (Humble, Magnolia, Texaco)	2.79
Pearsall (Humble) 5c below	Schedule C
Quitman-Paluxy (Pan American)	2.75
Tomball (Humble, Magnolia, Stanolind)	3.13
Van (Humble, Pure)	2.73
Willamar (Pan American)	2.70

WYOMING

Beaver Creek (Stanolind)	Schedule D
Big Sand Draw Condensate (Sinclair)	2.90
Byron (Ohio Oil, Stanolind)	1.75
Garland (Ohio Oil, Stanolind)	1.75
Hidden Dome (Ohio Oil)	1.65
North Sand Draw (Sinclair)	Schedule D
Oregon Basin (Ohio Oil, Stanolind, Texaco)	1.65
Riverton Dome (Stanolind)	Schedule D
Werta (Sinclair)	Schedule C

CANADIAN FIELDS

(Postings of Imperial Oil Ltd. Prices are in Canadian dollars per bbl. of 35 Imp. gals., effective July 21, 1953, except as noted)

Acheson/Stony Plain D-2, D-3	$2.685
Acheson/Stony Plain L-C.	2.565
Armena/Camrose Viking	2.61
Armisie L.C.	2.685
Big Valley D-2, D-3	2.37
Bothwell (5-1-52)	3.205
Duhamel D-2, D-3	2.59
Excelsior D-2	2.615
Fenn D-2, D-3	2.38
Glenco (5-1-52)	3.205
Golden Spike D-2, D-3	2.685
Joseph Lake Viking	2.64
Leduc-Woodbend D-2, D-3, L.C.	2.745
Malmo D-2, L.C.	2.69
Malmo D-3	2.60
New Norway D-2	2.69
New Norway D-3	2.51
Oil Springs (5-1-52)	3.225
Petrolia (5-1-52)	3.405
Redwater D-3	2.645

Turner Valley Crude: Prices FOB producers' tankage, begin with 32-32.9 gravity at $3.085 with 2c differential per degree of gravity to 64 & over at $3.705.

CALIFORNIA

S. O. California prices effective Feb. 16, 1953. All gravities above those quoted take highest price offered for the field specified.

SCHEDULE Gravity	1	2	3	4	5	6	7	8
12-12.9	$1.68	$1.60	$1.42	$1.44	$1.56	....	....	....
13-13.9	1.72	1.67	1.49	1.51	1.63	....	....	....
14-14.9	1.77	1.77	1.55	1.57	1.70	$1.73	$1.91	$1.74
15-15.9	1.85	1.85	1.60	1.62	1.75	1.78	1.97	1.81
16-16.9	1.94	1.92	1.65	....	1.79	1.84	2.04	1.88
17-17.9	2.02	1.99	1.71	....	1.84	1.90	2.11	1.95
18-18.9	2.10	2.07	1.76	....	1.88	1.95	2.19	2.02
19-19.9	....	2.14	....	....	1.93	2.01	2.27	2.09
20-20.9	....	2.21	....	4a	....	2.05	2.34	2.15
21-21.9	1a	2.30	....	f2.04	....	2.10	2.42	2.22
22-22.9	$2.39	2.38	....	2.11	....	2.17	2.49	2.30
23-23.9	2.46	2.44	....	2.18	....	2.24	2.56	2.38
24-24.9	2.53	2.51	....	2.25	....	2.30	....	2.46
25-25.9	2.60	....	....	2.32	....	2.36	....	2.54
26-26.9	2.67	....	....	2.39	....	....	....	2.62
27-27.9	....	....	....	....	....	....	....	2.70
28-28.9	....	....	....	....	....	....	....	2.78

SCHEDULE Gravity	9	10	11	12	13	14	15	16
24-24.9	....	....	....	....	....	....	....	....
25-25.9	....	$2.71	$2.46	....	....	....	....	....
26-26.9	....	2.76	2.53	....	....	....	....	$2.73
27-27.9	....	2.82	2.60	....	$2.51	....	....	2.80
28-28.9	$2.84	2.88	2.67	....	2.58	....	$2.84	2.87
29-29.9	2.91	2.94	2.74	....	2.66	FOB	2.89	2.94
30-30.9	2.98	2.99	2.80	....	2.73	Ship	2.95	3.00
31-31.9	3.05	3.06	2.87	$2.93	....	$3.02	3.00	3.07
32-32.9	3.12	3.12	2.95	3.00	....	3.09	3.05	3.13
33-33.9	3.20	3.18	3.02	3.07	....	3.17	3.11	3.20
34-34.9	3.27	3.24	3.09	3.14	....	3.23	3.16	3.26
35-35.9	....	....	3.15	3.21	....	3.30	$3.21	3.33
36-36.9	....	....	3.20	3.25	....	3.34	3.27	....
37-37.9	....	....	3.24	3.30	....	....	3.32	....
38-38.9	....	....	3.28	3.35	....	....	3.37	....
39-39.9	....	....	3.33	3.40	....	....	....	....
40-40.9	....	....	3.37	3.45	....	....	....	....

SCHEDULE Gravity	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38
12-12.9	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	$1.77	$1.74	$1.80	....	....	$1.74	....
13-13.9	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1.79	1.80	1.84	....	....	1.77	....
14-14.9	....	....	$1.87	$1.98	....	....	$1.96	$1.98	....	$1.92	$1.86	$1.96	$1.97	....	....	1.83	1.87	1.90	....	....	1.82	$1.88
15-15.9	....	....	1.93	2.04	....	....	2.02	2.04	....	1.97	1.93	2.01	2.04	....	....	1.90	1.94	1.97	....	....	1.90	1.97
16-16.9	....	....	1.99	2.10	....	....	2.08	2.10	....	2.03	2.00	2.08	2.11	....	....	1.98	2.00	2.03	....	....	1.97	2.05
17-17.9	....	$2.01	2.05	2.17	....	$1.84	2.14	2.16	....	2.08	2.07	2.14	2.19	....	....	2.05	2.08	2.09	....	....	2.05	2.14
18-18.9	....	2.08	2.11	2.23	....	1.90	2.20	2.23	....	2.14	2.14	2.21	2.26	....	....	2.13	2.17	2.16	....	....	2.14	2.22
19-19.9	....	2.15	2.18	2.29	....	1.96	2.26	2.30	$2.23	2.19	2.21	2.29	2.33	....	....	2.20	2.25	2.24	....	....	2.24	2.31
20-20.9	$2.25	2.20	2.24	2.34	....	2.02	2.31	2.36	2.31	2.24	2.27	2.36	2.39	....	$2.08	2.27	2.32	2.31	....	....	2.32	2.38
21-21.9	2.34	2.27	2.30	2.41	....	2.08	2.38	2.42	2.40	2.29	2.34	2.43	2.47	....	2.17	2.36	2.39	2.39	....	....	2.41	2.47
22-22.9	2.42	2.34	2.37	2.48	$2.38	....	2.44	2.48	2.49	2.35	2.41	2.50	2.55	....	2.26	2.44	2.45	2.47	....	....	2.49	2.55
23-23.9	2.51	2.40	2.45	2.55	2.44	22a	2.51	2.55	2.58	2.41	2.48	2.57	2.63	$2.49	2.34	2.52	2.52	2.54	....	....	2.56	2.64
24-24.9	2.59	2.47	2.53	2.62	2.49	$2.53	2.58	2.61	2.66	2.48	2.56	2.64	2.71	2.55	2.41	2.60	2.58	2.60	$2.55	....	2.64	2.72
25-25.9	2.66	2.53	2.61	2.69	2.58	2.60	2.65	2.68	2.74	2.54	2.65	2.70	2.79	2.62	2.49	2.68	2.64	2.65	2.60	....	2.71	2.81
26-26.9	2.73	2.60	2.69	2.76	2.64	2.67	2.72	2.74	2.82	2.61	2.73	2.76	2.86	2.68	2.57	2.76	2.70	2.71	2.65	....	2.78	2.89
27-27.9	2.80	2.68	2.76	2.82	2.71	2.75	2.78	2.80	2.90	2.69	....	2.82	2.92	2.74	2.65	2.84	2.76	2.77	2.70	....	2.85	2.98
28-28.9	2.87	2.75	2.83	2.89	2.78	2.82	2.84	2.85	2.97	2.76	....	....	2.98	2.80	2.73	2.91	2.83	2.82	2.75	....	2.92	3.07
29-29.9	2.94	2.82	2.91	2.95	2.84	2.89	2.90	2.91	....	....	....	....	3.03	2.87	2.80	2.96	2.89	2.88	....	....	2.99	3.15
30-30.9	3.00	2.88	2.97	3.01	2.90	2.95	2.95	2.96	....	....	....	....	3.07	2.92	2.87	3.04	2.94	2.93	....	....	3.04	3.23
31-31.9	....	2.95	3.04	3.07	2.97	3.02	....	3.02	....	....	....	....	3.12	2.98	2.94	3.11	3.00	2.99	....	....	3.10	....
32-32.9	....	3.02	3.12	....	3.03	3.09	....	....	....	....	....	....	3.17	3.05	3.01	....	3.05	3.05	....	....	3.17	....
33-33.9	....	3.09	....	....	3.10	3.17	....	....	....	....	....	....	3.22	3.11	3.08	....	3.11	3.11	....	....	3.22	....
34-34.9	....	3.16	....	....	3.17	3.24	....	....	....	....	....	....	3.27	3.17	3.15	....	3.16	3.17	....	3.14	3.26	....
35-35.9	....	3.23	....	....	3.23	3.32	....	....	....	....	....	....	3.33	3.24	3.23	....	3.21	3.24	....	3.20	3.30	....
36-36.9	....	3.29	....	....	3.28	....	....	....	....	....	....	....	3.37	....	....	....	....	3.28	....	3.24	3.33	....
37-37.9	....	3.34	....	....	3.32	....	....	....	....	....	....	....	3.41	....	....	....	....	3.31	....	3.29	3.36	....
38-38.9	....	3.39	....	....	3.37	....	....	....	....	....	....	....	3.45	....	....	....	....	3.35	....	3.33	3.39	....
39-39.9	....	3.44	....	....	3.41	....	....	....	....	....	....	....	3.49	....	....	....	....	3.39	....	3.37	3.43	....
40-40.9	....	3.49	....	....	3.46	....	....	....	....	....	....	....	3.53	....	....	....	....	3.43	....	3.41	3.47	....

Schedule	
Aliso Canyon	38
Athens-Rosecrans	9
Brea-Olinda	25
Buena Vista Hills	32
Canfield Ranch	35
Coalinga	34
Colea Leves	11
Cymric	37
Del Valle	18
East Coyote	23
Edison	2
Elk Hills (Shallow)	32

Schedule	
Elk Hills (Stevens Zone)	11
El Segundo	8
Elwood	14
Gato Ridge	9
Greeley	11
Guijarral Hills	36
Huntington Beach	23
Inglewood	24
Kern Front	1
Kern River	1
Kettleman Hills	12

Schedule	
Lakeview Area	32
Lefflngwell	15
Lost Hills	33
McClung	13
McKittrick	1
Midway Sunset	32
Mission	1a
Montalvo West (Colonia Pool)	22
Montalvo West	21
Montebello	29
Mountain View	31

Schedule	
Mt. Poso	1
Newport-Anaheim Sugar Area	6
Newport—Other Than Anaheim Sugar Area	7
Pleasant Valley	34
Raisin City	34
Richfield	27
Round Mountain	1
Santa Fe Springs	10
Santa Maria Valley	5
Seal Beach	22a

Schedule	
Signal Hill (Long Beach)	19
Tejon Hills	16
Torrance	26
Wasco	11
West Cat Canyon—Las Flores	4
*West Cat Canyon (Basquoc Zone)	4a
West Coyote	30
Wheeler Ridge	17
Whittier	28
Wilmington	20

*Effective June 1.

CLASSIFIED

DISPLAYED: Advertisements set in special type or with border—$13.50 per column inch.
UNDISPLAYED: "For Sale", "Wanted to Buy", "Help Wanted", "Business Opportunities", Miscellaneous classifications set in type this size without border—30 cents a word. Minimum charge $7.50 per insertion.

"Positions Wanted"—15 cents a word. Minimum charge $3 per insertion. Box number counts 2 words. Copy must reach us by Wednesday, two weeks preceding date of issue.

All classified advertisements are payable in advance.
No agency commission or cash discounts on classified advertisements.

Position Open

INDEPENDENT REFINERY located in the Rocky Mountain area has opening for an assistant to the Sales Manager. Salary open. In answering give complete history including age, education, experience, present position and earnings. Please include a recent photograph. All replies will be held strictly confidential.

Box 824

Position Wanted

25 YEARS EXPERIENCE in all phases of oil marketing — buying, terminaling, manager of distributor operations. Transportation experience in rail, pipe line and river operations. Will relocate. Box 828

FUEL OIL MANAGER—Many years experience in Chicago operation of large independent oil company. Knows bulk plant and terminal operations, trucks, degree day systems, sales and supply problems. Can manage small or medium size company or join management of larger company. Box 825

An advertisement in NPN's Classified Section will bring you quick, effective results at low cost.
NATIONAL PETROLEUM NEWS
1213 W. Third St., Cleveland 13, Ohio
WRITE TODAY

Wanted to Buy

WANTED TO BUY

Oil Transportation Co., Oil Jobber or Distributorship in metropolitan area either in states of Colorado, Florida, Arizona or Oklahoma. Farm agencies need not answer. Prefer major product affiliation. Have cash available. Send particulars.

Box 827

For Sale

ONE—4000 GALLON, 4 compartment, 1947 Frazier, DBH 3" Em. valves, 3" manifold, space for meters. $1550. Several tandems.
Bruce E. Hackett Co., 621 W. 59 St., Kansas City, Mo. Hiland 1385

FOR SALE

Fuel Oil and Heating Business, Including Land & Buildings. Located on Canal in Central New York. Serving 350 Fuel Accounts.

Answer Box 826

For Sale

TRANSPORT FOR SALE—1947 Diamond T tractor with 1942 Fruehauf Trailer, 4000 gal. capacity. Good tires. Phone 76 or write Sumner Oil Company, Sumner, Iowa.

FOR SALE: 1949 Hell Tandem 5600 skirted, 3 compt. manifolded curb side cabinet and WB22 White Tractor $4250.00.
Penn Economy Oil Co., Bedford, Pa. PH. 245

STEEL STORAGE TANKS
Railroad Tank Car Tanks
6,500 to 12,000-Gal. Cap.
Coiled and Non-Coiled
Cleaned—Painted—Tested
Heavier—Safer—Cheaper
Other Tanks Too
Also—Complete Tank Cars
8,000 and 10,000 Gal. Cap.
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PUBLIC RELATIONS

Oil Trucker Uses Cash to Promote Safety

Incentive bonuses totaling nearly $40,000, awarded by Ray Smith Transport Co., Dallas, to its drivers and office and terminal employes during its fiscal year ended Aug. 31, is an example of what oil transport companies do to promote safety.

Thirty-four drivers were awarded more than $20,000 in bonuses for safe driving and care of equipment. Two of the drivers, who have driven over a million miles in seven years without accident or major overhaul to their trucks, recently received an extra $700 each.

Office personnel, maintenance workers, terminal employes and supervisors were awarded $19,393 in bonuses.

Dealers Win Trips In Cleanliness Contest

Fifty-four service station dealers from 14 Midwest states, winners of Indiana Standard's third appearance and cleanliness contest, are being treated to a three-day all expense trip to Chicago this week. They will be accompanied by 28 company reseller salesmen who won similar trips in the four-month contest for 18,000 dealers. Dealers were judged on the appearance of their stations, particularly driveways, sales, lubrication and restrooms, and their personal cleanliness.

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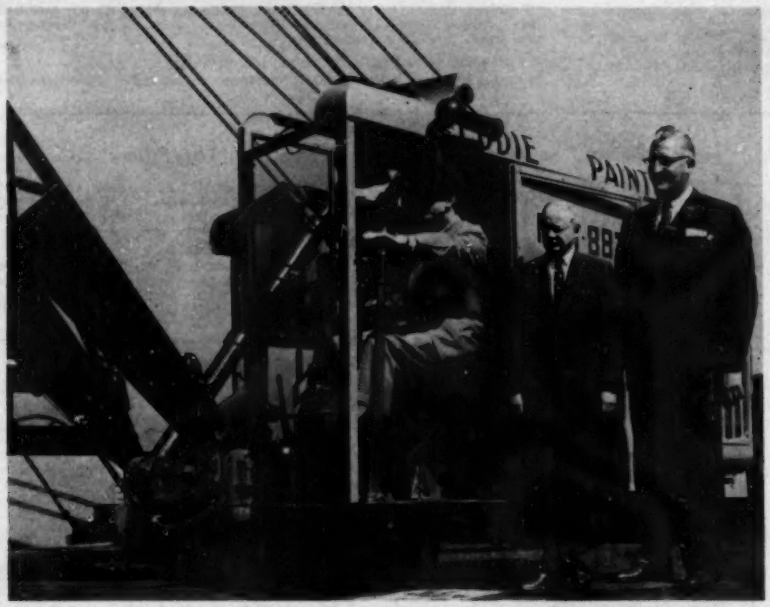
ABOUT OIL PEOPLE



BREAKING GROUND for Standard Oil of Ohio's new $2,500,000 refined products terminal for the Cleveland sales division are, left to right: S. H. Elliott, Sohio's vice president in charge of sales; Roy D. Packard, Cleveland division sales manager, and Mayor William R. Gerdon, of Cuyahoga Heights, Cleveland suburb where the terminal will be built. Scheduled for partial operation next spring, the 250,000-bbl. terminal will handle gasoline and light fuel oil. It will include an office building, shower and locker facilities for 200 drivers, and five truck loading racks for simultaneous loading of 10 units. Sohio expects to add a truck maintenance garage.

J. B. Love

John B. Love, president of Colonial Oil Co., headquartered in Jacksonville, has been elected chairman of the Florida State Oil Industry Information Committee. A former president of the Florida Petroleum Marketers Assn., Mr. Love is prominent in jobber activities and active in the National Oil Jobbers Council.

•

Edward W. Gould, Jr., president of Cape Cod Oil Co., Hyannis, Mass., reports the company recently completed remodeling of their service stations in Barnstable and Orleans, Mass. The company hired an architect to redesign the outlets to fit the local Colonial architecture.

•

Stanley A. Colla, Buffalo district manager for Socony-Vacuum, has been named associate chairman of the 1953 Community Chest appeal's general industries division.

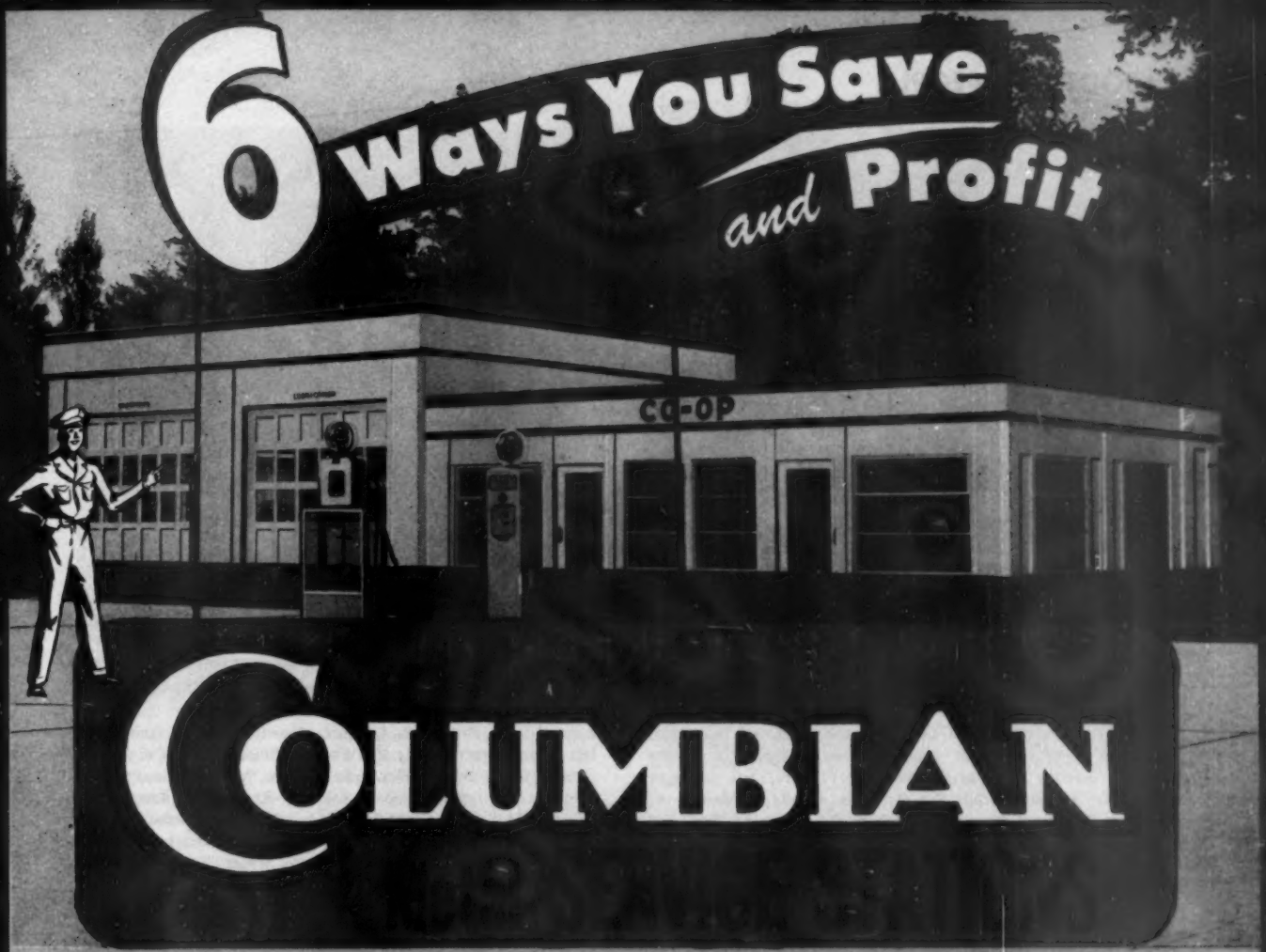
C. N. Brooks

C. N. Brooks has been appointed sales manager of The Texas Co.'s 11-state southern territory with headquarters in Houston. He succeeds **C. B. Barrett,** recently elected vice president in charge of sales. Mr. Brooks joined Texaco 25 years ago as a service station attendant in Houston. He has been salesman, zone manager, assistant division manager, Houston division manager from 1938 to 1952, and Atlanta division manager for the past 14 months.

Other promotions in Texaco's southern territory include: **J. O. Sanders,** manager, Houston division, becomes manager, Atlanta division, succeeding Mr. Brooks. **J. W. Green,** formerly assistant division manager, Houston, becomes Houston division manager, succeeding Mr. Sanders. **D. B. Monroe,** assistant manager, sales promotion, southern territory, becomes assistant division manager in Houston, succeeding Mr. Green.

GOLD WRIST WATCH is presented by John Ainlay, left, executive secretary, American Petroleum Industries Committee, Central Division, Chicago, to Dr. Herman Seelig, Indiana Standard's Whiting Research Laboratories, winner of a contest sponsored by APIC. Dr. Seelig came within 0.1% of estimating the $4,648,030,000 tax burden the oil industry paid in 1952

6 Ways You Save and Profit



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3. **Efficient—Designed so that sales and service can be accomplished with least expenditure of time and effort.**
4. **Clean and Easily Kept Clean—Wash the painted finish just like a motor car. Keep your station spotless and sanitary.**
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Super-Service stations, or small units, with or without Lubritorium—or individual designs to suit your specific requirements. Write today for complete information.

COLUMBIAN TRUCK TANKS—These quality-built units with all of Columbian's famous construction features are rolling off the production line for immediate delivery. 3-point Support Mounting. Attractive skirting. Fully enclosed weathertight cabinets each side for drums or sheltered storage for packaged goods. Bucket box designed for immediate or later installation of hose, reel, and meter. Lift-up bumper. Concealed welding provides smooth skin construction with unbroken surface from cab to end of tank. 800 to 1000-gal. capacity with five compartments.

COLUMBIAN Carrying Cans and Buckets 5 and 10-gal. sizes—hot dipped galvanized welded construction, with deep vertical swedges for extra strength. Write for complete information about these and other Columbian long-lasting marketing equipment.

COLUMBIAN All-Metal Warehouse Type Buildings—These rigid, strong, fire safe buildings grow increasingly popular for use as bulk plant buildings — garages — warehouses — pump houses, etc. Easily erected — easily dismantled, moved and re-erected without damage. Require minimum of upkeep. Write for details and free catalog.

COLUMBIAN STEEL TANK CO., P.O. Box 4848-T, Kansas City, Missouri

ABOUT OIL PEOPLE

OFFICERS AND DIRECTORS of the Assn. of Desk and Derrick Clubs of North America, elected for 1954 at the annual meeting in Denver, Sept. 11-12, are, left to right (seated): Lorene Porter, San Antonio, secretary; Meitzie A. Palmer, Vander Leck and Whealton, Los Angeles, first vice president; Irene Stimson Cox, Panhandle Producing Co., San Antonio, president; Sybil Sureck, Union Oil Co. of Oklahoma, Oklahoma City, second vice president; and Angela Cross, Big Lake Oil Co., Pittsburgh, treasurer. Newly-elected directors are, left to right (standing): Bea Freyou, Standard Oil Co. Baton Rouge; Lydia Babka, Honolulu Oil Co., San Francisco; Betty Heaton, American Leduc Petroleums, Ltd., Edmonton, Alta.; Elinore McAdam, Coastal Oil Co., Newark; Eloise Norris, Dooley Engineering Co., Oklahoma City, Dorothy Kassell, Kobe, Inc., Fort Worth; and Minetta Miller, Ernest S. Baker Co., Denver.

Louis Reznek

Louis Reznek, formerly with the Interstate Commerce Commission, has been appointed to the headquarters staff of National Tank Carriers, Inc., Washington, D.C., effective Oct. 1. He will serve as a technical engineer and assume supervision of the association's safety program and the standardization of tank truck equipment.

•

Edwin Spears, manager of Spears & Riddle Co., Wheeling, W. Va., marketer, has switched from Pennzoil Co. to Sinclair Refining Co. products.

•

J. Henry Geis has been appointed general traffic manager of Esso Standard, succeeding Edward D. Sheffe, who is retiring after more than 40 years with the company.

R. D. Rogers has been appointed a vice president of Tide Water Associated, and vice chairman of the company's operating committee, Eastern Division, with headquarters in New York.

Mr. Rogers was recently made manager of the Eastern Division's transportation and supply department.

•

Marcus H. Deans, Shell Oil Co. distributor in Woodland, Wash., reports that he plans to build an ultra-modern service station on a one-acre site bordering on U. S. 99 in Woodland in the near future.

•

Dr. D. M. Morrison has been made vice president, manufacturing, and **R. P. Ritchie,** vice president, transportation and supplies, of Shell Oil Co. of Toronto, Canada. Dr. Morrison formerly was manager, manufacturing, and served as director of the Petroleum Division, Department of Defense Production, in 1952. Mr. Ritchie was elevated from manager of Shell's transportation and supplies department.

A. D. Jamieson

A. Douglas Jamieson has retired as industrial relations advisor for the White Star Division of Socony-Vacuum Oil Co. in Detroit. He plans to enter public relations work and industrial relations consultation. Succeeding him is **Fred McCracken,** who joined the White Star Division 12 years ago.

•

George H. Kuipers and **E. D. Hemingway** have been made district sales managers by Sun Oil Co. at Erie, Pa., and Beaver, Pa., respectively. Mr. Kuipers, who joined Sun in 1938 as a fuel oil salesman in Philadelphia, succeeds **R. D. Negley,** who is transferring to the Blawnox, Pa., land department office. Mr. Hemingway, who joined Sun in 1946 and presently is merchandising manager for the central region, succeeds Mr. Kuipers as acting district manager at Beaver.

This Week Continental Oil Company Salutes a Missouri Jobber

Lon V. Sloan
Arcadia Valley Oil Company
Arcadia, Missouri

The time: The early days of World War I. The scene: A dusty, winding Missouri road. From far off comes the lazy tinkle of a cowbell. Then a strange sight parades into view. It's a man driving a buggy, and behind the buggy, a pale, gray mule—hitched with a halter over its head and jangling cowbell around its neck. Behind this oddly colored mule, two dozen ordinary mules follow. They're drawn as if by magic to their gray leader, and the steady, hypnotic clankity-clank of the cowbell.

The man in the buggy was Lon V. Sloan, now a successful oil jobber in Arcadia, Missouri. He sold pack mules to the United States Government for wartime use. These plodding Missouri critters were the 4-legged jeeps of Argonne Forest and Chateau Thierry! Lon would sometimes deliver as many as thirty head to the railroad station by the simple method of using that gray "lead" mule—or "Gray Mare Mule" as it was sometimes called. When America turned with greater emphasis from mule-power to the "horsepower" of modern, gasoline-fired engines, Lon moved in the same direction. First he went to work for the Studebaker Corporation. Then he served as manager of a service station in St. Louis. From this position, he turned to the management and part ownership of a jobbing operation for a major oil company at DeSoto, Missouri.

In the period of 1938-'39, Lon took two very positive steps. First, he married Ella Collins of Arcadia, Missouri. Secondly, he sold his interest in the oil jobbership at DeSoto and purchased half interest in the Arcadia Valley Oil Company, a successful Conoco jobber outfit since 1922. This new partnership worked out *beautifully* . . . for the person who had sold him the half interest happened to be *Mrs.* Lon Sloan!

Lon's "partnership" with Conoco over the years has worked out just as happily. He particularly favors the consistent Conoco advertising and merchandising programs which he considers powerful helpmates in developing and keeping new business. Millions of dollars are spent every year in advertising the full line of Conoco products and services. This advertising appears in national magazines, newspapers, farm papers, on outdoor billboards, radio and TV. And typical of the merchandising support, is the famous Conoco Touraide available *only* through Conoco dealers. This personalized travel guide is carefully prepared at Conoco Touraide headquarters to meet the exact, individual travel requirements of motorists.

Almost four decades have gone by since those early days when Lon Sloan and his mule troop picked their way over the rough roads of oldtime Missouri. Today, modern highways ribbon over those same areas—filled with sleek, gleaming vehicles that need no bell-jangling "Gray Mare Mule" to make them travel! All they demand is the power-giving, lubricating qualities of today's superb petroleum products. And surveying the scene, it gives Lon a good deal of pleasure to realize that he's still "in there," serving in this modern way to keep 'em on the go . . . *with Conoco!*

Continental Oil Company takes pride in saluting Lon V. Sloan—a fellow who keeps very much "on the go" himself, come what may in the ever-changing pattern of America's transportation story. Like thousands of other independent oil jobbers, he plays a key role in the industry that's helped put wheels under America's progress.

And we'd like more "progress-minded" jobbers like him! For information about our profitable jobbing contract, telephone or write to the Continental Oil Company office nearest you or to our General Office, Ponca City, Oklahoma. If you are not within reach of Continental's gasoline supply, we should be happy to give you information about the possibilities of increasing your profits by selling the spectacular Conoco Super Motor Oil in any of the 48 states.

ABOUT OIL PEOPLE

R. F. Carrier

D. T. Jensen

A. T. Bartlett

C. B. Wheeler

Rush F. Carrier has been made assistant general sales manager, eastern division, for Tide Water Associated Oil Co. with headquarters in New York. He joined the company in 1926 as a salesman at Syracuse.

David T. Jensen has been made eastern division export sales manager of Tide Water at New York. He joined the company's New York office in 1920 as a member of the export sales department and was acting export sales manager there prior to his recent appointment.

•

C. G. Wood, formerly assistant district manager at Portland, Ore., for Standard Oil of California, has been made assistant manager, motor fuels division, product sales, headquartered in San Francisco.

Other Standard of California changes: **W. R. Carter,** formerly assistant district manager at Seattle, succeeds Mr. Woods. **L. A. Lewis,** formerly assistant district manager, Salt Lake City, succeeds Mr. Carter. **R. T. Estes,** formerly assistant district manager, Honolulu, succeeds Mr. Lewis. And **W. B. Wright,** formerly assistant district manager, Phoenix, succeeds Mr. Estes.

•

S. H. Lovitt, Jr., of Lovitt Oil Co., Natchez, Miss., recently converted to Independent jobber status and now handles Sinclair products in three southwest Mississippi counties and one Louisiana parish.

•

Paul F. Jelinek, of Continental Oil Co., Miles City, Mont., reports that his company recently completed a rebuilding program which included the remodeling of two of its service stations.

•

Nevin L. Shade has been named construction superintendent of General Petroleum's marketing department, Southern California division, at Vernon, Calif.

A. T. Bartlett has been named sales manager for the Shell Oil Co. in Ohio with headquarters in Cleveland. He succeeds **N. H. Miles,** recently appointed assistant general sales manager for Shell's East Coast territory. **C. B. Wheeler** has been made operations manager, replacing **R. L. DeSpain,** who was transferred to the Chicago division as operations manager.

Mr. Bartlett joined Shell in 1935 as an auditor in St. Louis. He became assistant manager of the New York transportation and supplies department in 1942, manager of economics in the New York marketing department in 1945, and Chicago operations manager in 1950.

Mr. Wheeler joined Shell at St. Louis in 1933 and was assistant plant-automotive superintendent and marketing service manager in the Cleveland office from 1937 to 1943. He became acting operations manager of the Albany division in 1943, then Boston division operations supervisor, and, prior to his recent appointment, was manager of the plant division in head office operations-distribution.

•

G. B. Longhurst has been made general manager of marketing for the newly formed Canadian Petrofina Ltd., headquartered in Montreal. He has been in the petroleum industry nearly 20 years.

•

Val J. Guthery, president and treasurer of Merchants Oil Co. Inc., Charlotte, N. C., reports that his company became a jobber for Crown Central Petroleum Corp. in April. Prior to that, Merchants Oil was a consignment distributor for the Sinclair Refining Co. Mr. Guthery adds that seven of his 12 resale accounts made the change with him.

"Our sales efforts have been directed chiefly toward commercial consumer business," said Mr. Guthery. "We have increased our volume in this market more than 40% since last April."

COMING MEETINGS

OCTOBER

Empire State Petroleum Assn., Mark Twain Hotel, Elmira, New York, Oct. 5-6.
Tennessee Oil Men's Assn., Andrew Johnson Hotel, Knoxville, Tenn., Oct. 5-6.
Virginia Petroleum Jobbers Assn., fall meeting, Roanoke Hotel, Roanoke, Va., Oct. 8.
California Natural Gasoline Assn., 28th annual fall meeting, Ambassador Hotel, Los Angeles, Oct. 8-9.
Virginia Oil Men's Assn., fall meeting, Roanoke Hotel, Roanoke, Va., Oct. 9.
Oil Progress Week, Oct. 11-17.
Indiana Independent Petroleum Assn., Severin Hotel, Indianapolis, Oct. 14-15.
Georgia Independent Oilmen's Assn., fall convention and annual golf tournament, Bon Air Hotel, Augusta, Ga., Oct. 15-16.
Texas Assn. of Petroleum Marketers, fourth annual convention and trade show, Adolphus Hotel, Dallas, Tex., Oct. 15-16.
Independent Petroleum Assn. of America, annual meeting, Texas Hotel, Fort Worth, Tex., Oct. 19-20.
South Dakota Independent Oilmen's Assn., Pierre, S. D., Oct. 19-20.
Western Petroleum Refiners Assn., regional meeting, Garrett Hotel, El Dorado, Ark., Oct. 22-23.
Pennsylvania Petroleum Assn., Pocono Manor Inn, Pocono Manor, Pa., Oct. 25-27.
American Petroleum Credit Assn., annual conference, Hotel Biltmore, New York, Oct. 26-28.
National Lubricating Grease Institute, Edgewater Beach Hotel, Chicago, Oct. 26-28.
Independent Oil Compounders Assn., sixth annual meeting, Edgewater Beach Hotel, Chicago, Oct. 28-29.

NOVEMBER

Society of Automotive Engineers, transportation meeting, Conrad Hilton Hotel, Chicago, Nov. 2-4
Nebraska Petroleum Marketers, Inc., Paxton Hotel, Omaha, Nebr., Nov. 4-5.
Society of Automotive Engineers, fuels & lubricants meeting, Conrad Hilton Hotel, Chicago, Nov. 5-6.
National Oil Jobbers Council, Sherman Hotel, Chicago, Nov. 5-7.
American Petroleum Institute, 33rd annual meeting, Conrad Hilton Hotel and Palmer House, Chicago, Nov. 9-12.
Assn. of American Battery Manufacturers, Edgewater Beach Hotel, Chicago, Nov. 18-20.

DECEMBER

Oil Dealers Assn. of Arkansas, Marion Hotel, Little Rock, Arkansas, Dec. 1-2.
Interstate Oil Compact Commission, winter meeting, Skirvin Hotel, Oklahoma City, Okla., Dec. 4-5.
Oil Industry TBA Group, annual national meeting, Chase, Park Plaza, and Forest Park Hotels, St. Louis, Dec. 7-8.

JANUARY—1954

Kentucky Petroleum Marketers Assn., Brown Hotel, Louisville, Ky., Jan. 6-7.
Northwest Petroleum Assn., St. Paul Hotel, St. Paul, Minn., Jan. 14-15.

FEBRUARY

American Petroleum Institute, Lubrication Committee, Sheraton-Cadillac Hotel, Detroit, Feb. 15-17.

MARCH

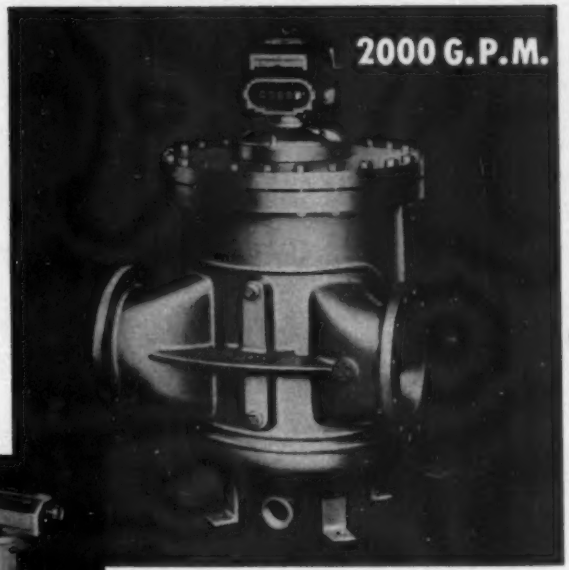
Texas Oil Jobbers Assn., annual convention, Baker Hotel, Dallas, Tex., Mar. 8-10

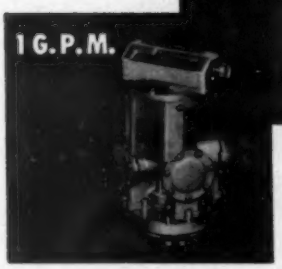
APRIL

American Society of Lubrication Engineers, Netherland-Plaza, Cincinnati, Ohio, April 5-7.

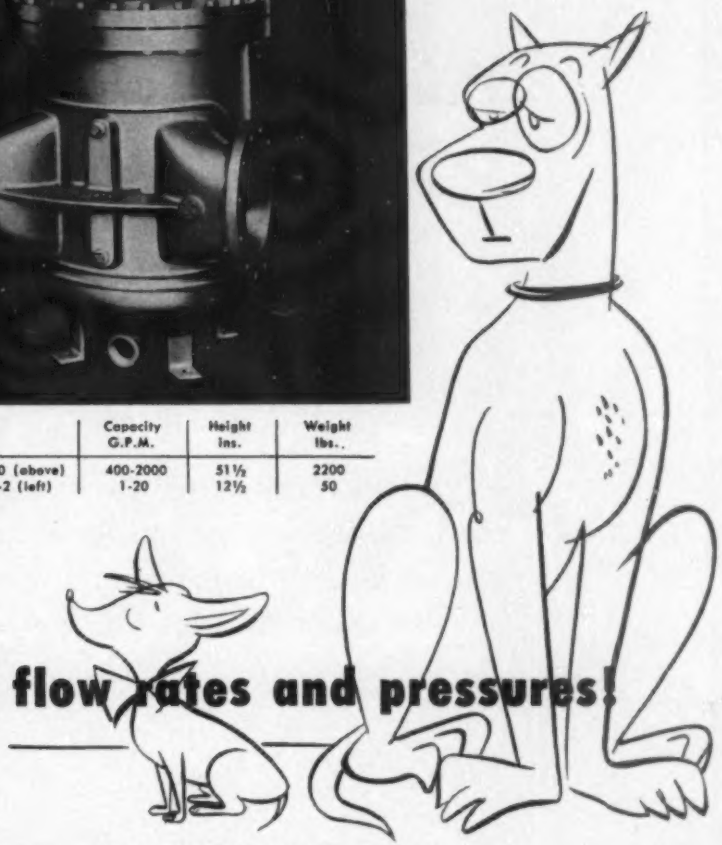
MAY

American Petroleum Institute, Lubrication Committee, Skytop Lodge, Skytop, Pa., May 3-5.





	Capacity G.P.M.	Height Ins.	Weight lbs..
B-200 (above)	400-2000	51½	2200
APM-2 (left)	1-20	12½	50



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